September 1961

The Office

Magazine of Management · Equipment · Methods

PLANNING FILES FOR A SKYSCRAPER OFFICE . . . Page 81

MANAGEMENT BY COMMITTEE • COMPUTER CHARACTERISTICS

HF
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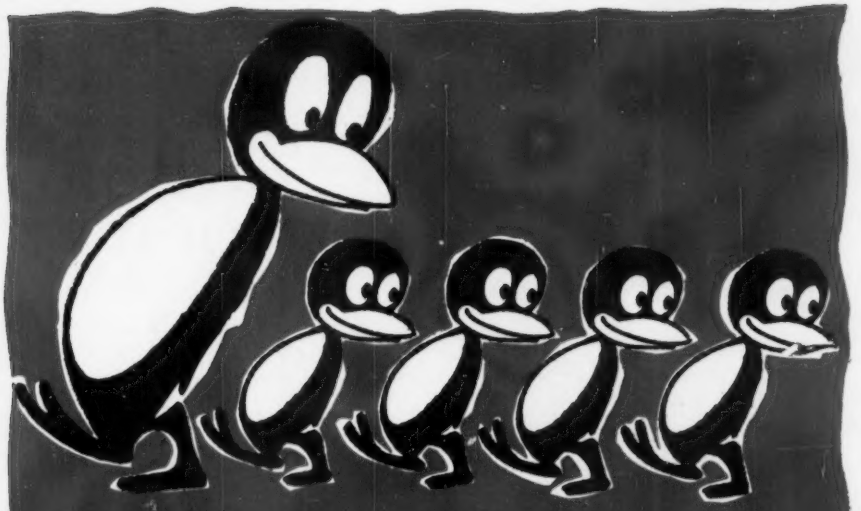

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Circle No. 491

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CORPORATION

The Office
Magazine of Management · Equipment · Methods

SEPTEMBER, 1961
VOL. 54, No. 4

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The committee can be a useful and effective tool of management despite certain misuse, disuse and abuse of committees by both business and government. HERMAN LIMBERG

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The Office®

Magazine of Management · Equipment · Methods

William Schulhof, *Publisher*

William R. Schulhof, *Editor*

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Newest way to quality duplicating! That's the ATF 1015. Only ATF—the world leader in professional offset equipment—could design it. 1015 is the ideal office duplicator. It goes steps beyond the others. Take positive sheet control, for instance; seven grippers secure each sheet through the entire duplicating cycle. Also expect and get: radically simplified operating controls, speeds up to 7,200 IPH, smart styling, all-around economy. Take a closer look—write today for the full-color brochure on the new 1015. Address: American Type Founders, Dept A, 200 Elmora Avenue, Elizabeth, N. J.

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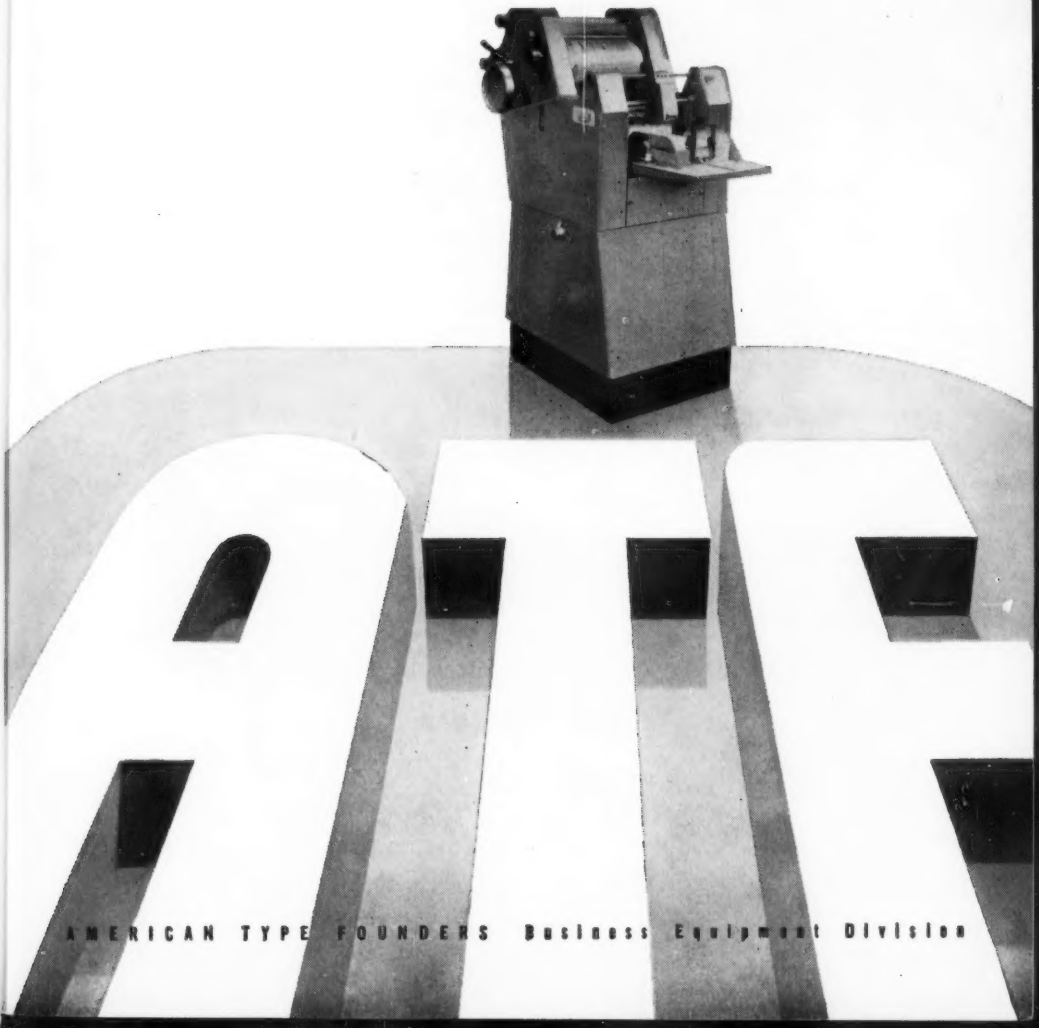

A beautiful way to improve office work

The new Shaw-Walker Skyline Desk has an ingenious arrangement of six *clutter-proof** drawers that really helps the office worker do more—easier. Makes an amazing improvement in neatness and efficiency.

Your Shaw-Walkerman can show you how Skyline furniture will bring both new beauty and greater work output to *your office*. You will find him in the phone book. Or, write for our colorful new brochure, "Skyline Clutter-Proof® Desks."

SHAW-WALKER

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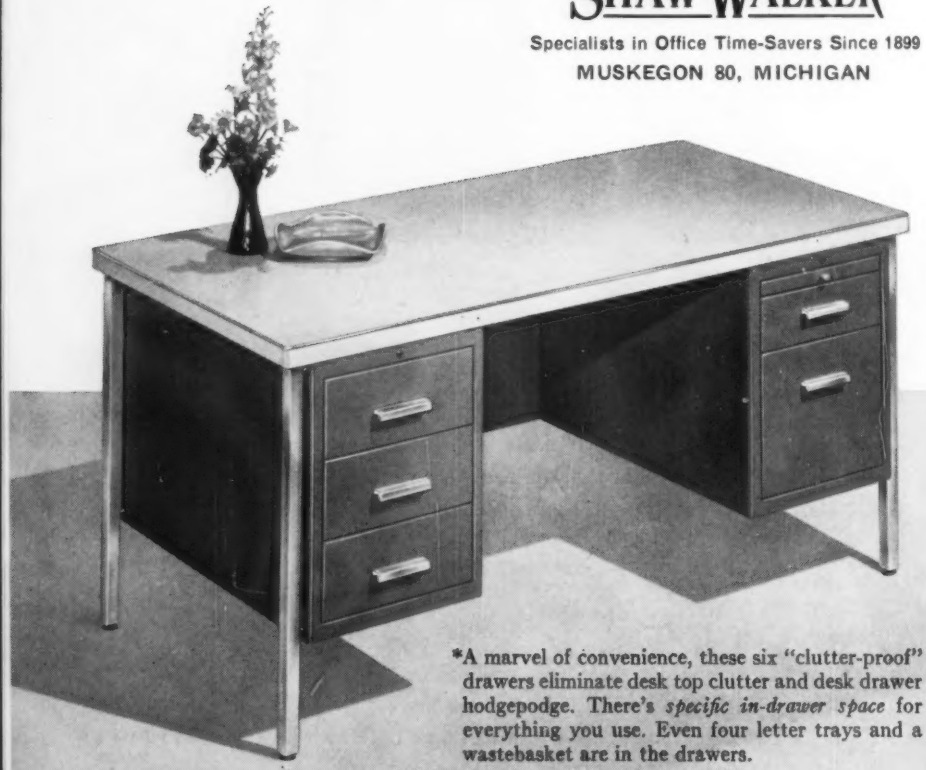

***A marvel of convenience, these six "clutter-proof" drawers eliminate desk top clutter and desk drawer hodgepodge. There's *specific in-drawer space* for everything you use. Even four letter trays and a wastebasket are in the drawers.**

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DOUBLE the production of your Multilith . . . with the T-51 or T-51 LW COLOR PRESS

With the T-51 or T-51 LW Color Press attached to your 1250 or 1250W Multilith, you can print two colors simultaneously from the **same blanket,** thus increasing production 100% !

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Townsend INDUSTRIES, INC. Dept. F, Altoona, Iowa

MAIL TODAY

Please send information on items checked:

☐ T-51 Color Press ☐ T-51 LW Color Press

Name .....

Firm Name .....

Address .....

.....

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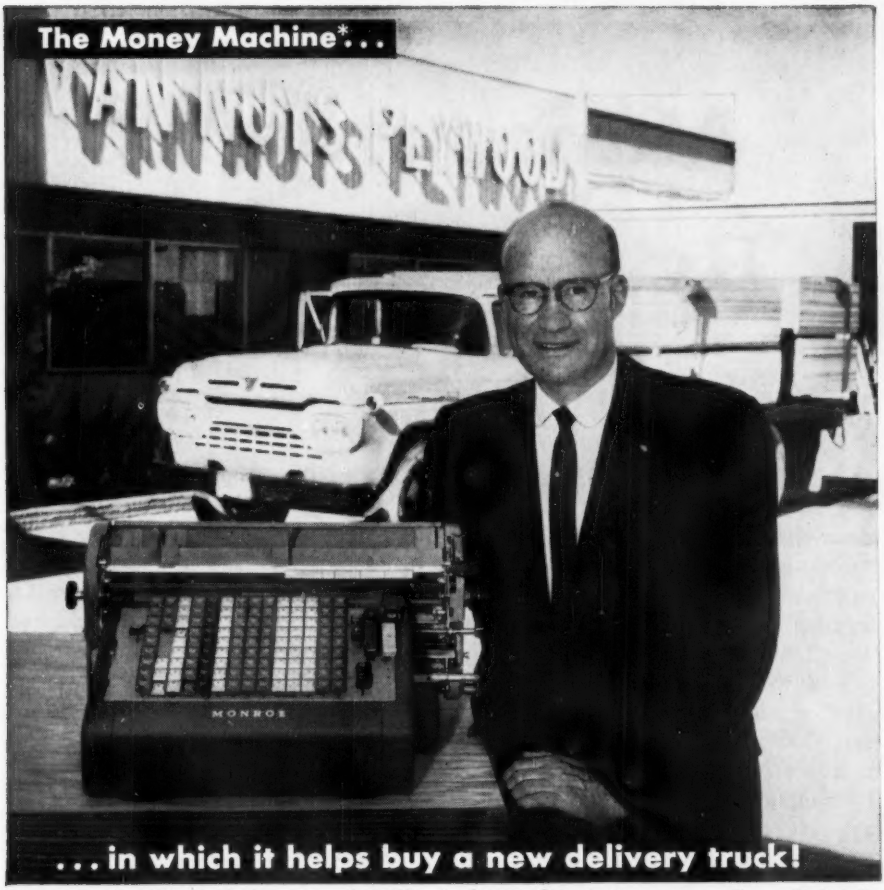

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Management By Committee

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A DAFFY DEFINITION occasionally circulated by the cynical is the description of the committee as a "group of executives who, individually, cannot decide what to do, and who get together to decide that nothing can be done." Were this a witticism to be dismissed with a chuckle, it would have little significance. Unfortunately, the definition is sometimes justified. Often it serves to discourage the use of the committee as an effective arm of management.

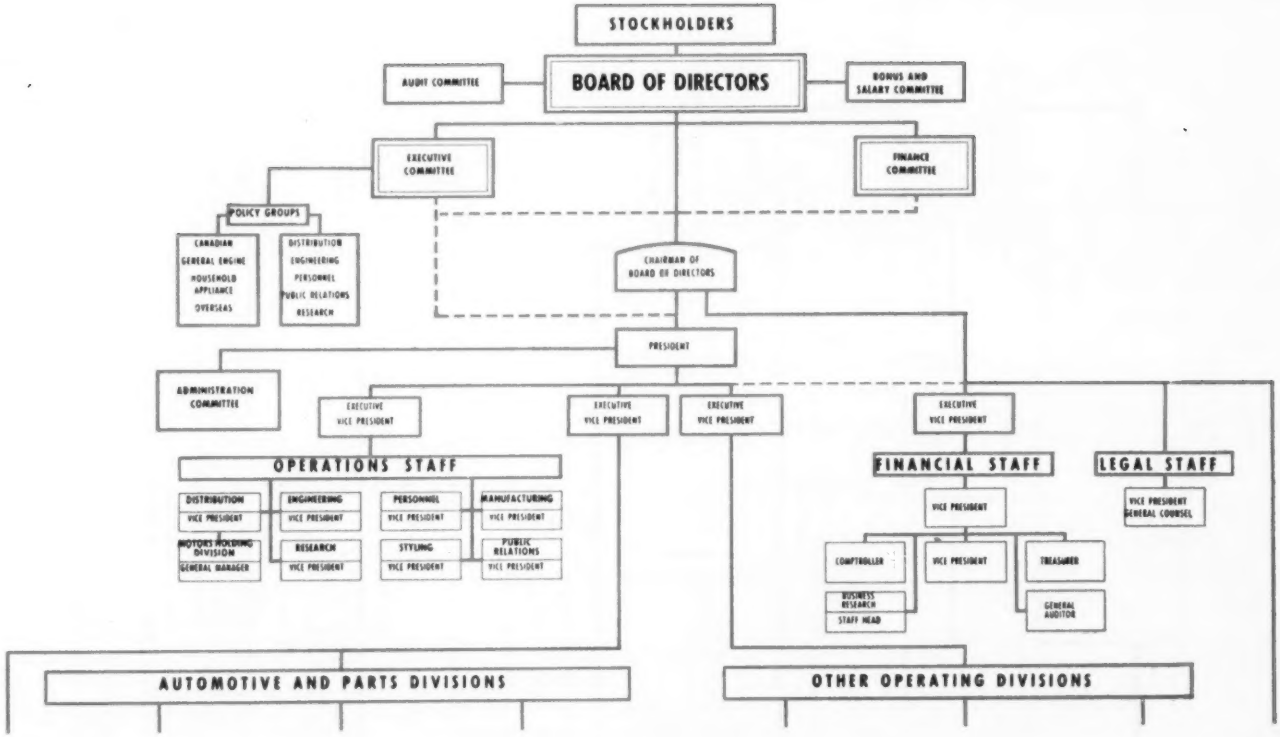
As a staff group established to aid and assist line executives, a committee may do research, develop and formulate recommendations, improve coordination and communication through interaction of its members, serve as a training medium, expedite information processing and reporting, and assure effective implementation and support of executive decisions through participation in their formulation. There are also negative aspects. For example, a committee may be established to study and review a matter on which the line executive may desire to defer or avoid making a decision; the committee may be used as an *ex post facto* device to approve and give the semblance of popular or democratic support to executive decisions; and the committee may provide a means of engaging certain personnel whom management prefers to keep out of the working organization.

Committees don't make decisions. Decisions are made by individuals (with or without the advice and guidance of a committee) who also decide whether or not to make any decision. Clarence B. Randall stated this principle in "The Myth of the Management Committee," in the July 1960 issue of *Dun's Review & Modern Industry:*

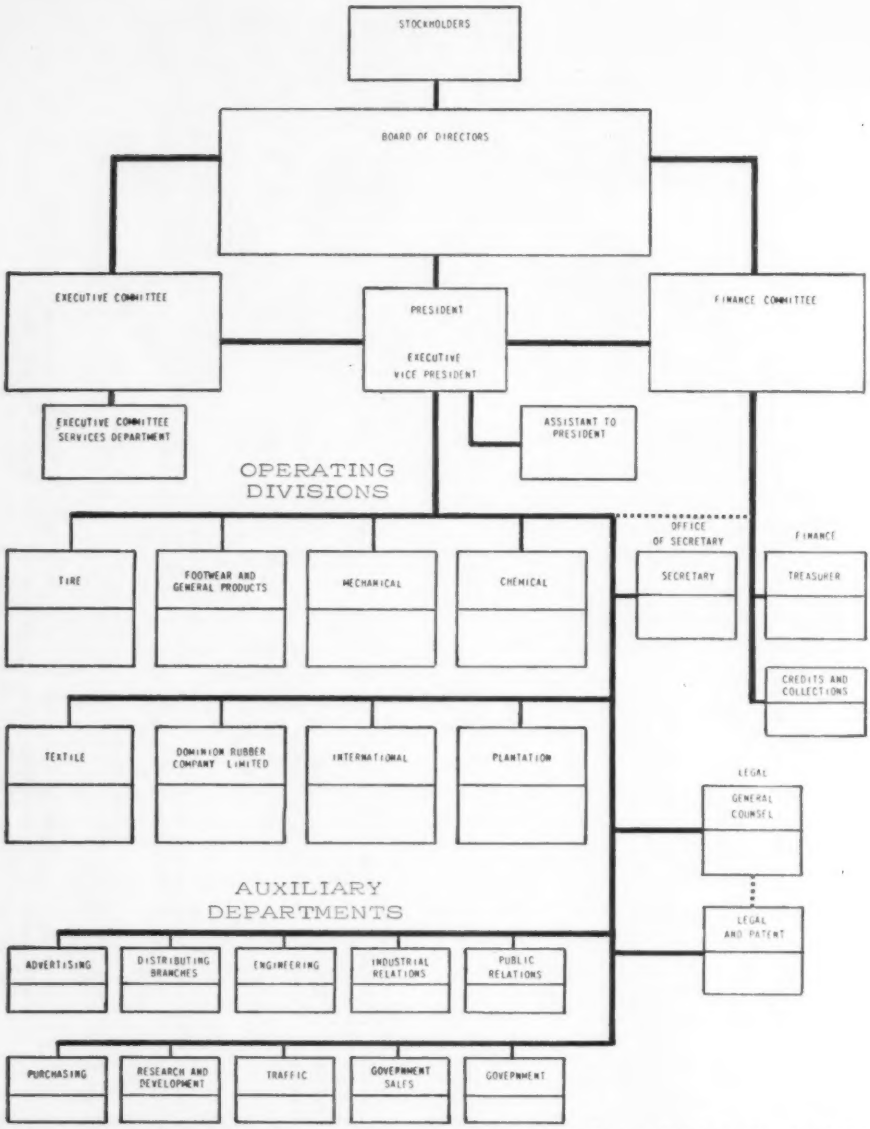
> The function of committees is advisory. They exist to help the boss make up his mind, but they should never be asked to do it for him. Properly conceived and properly employed, they have great value. But when they become a refuge for cowardice and indecision, they carry great menace.

Generally, committee action is ineffective and wasteful when its total product does not exceed the sum of the individual efforts of its members.

In a column, "Wall Street, USA," in the New York Herald-Tribune, Oct.



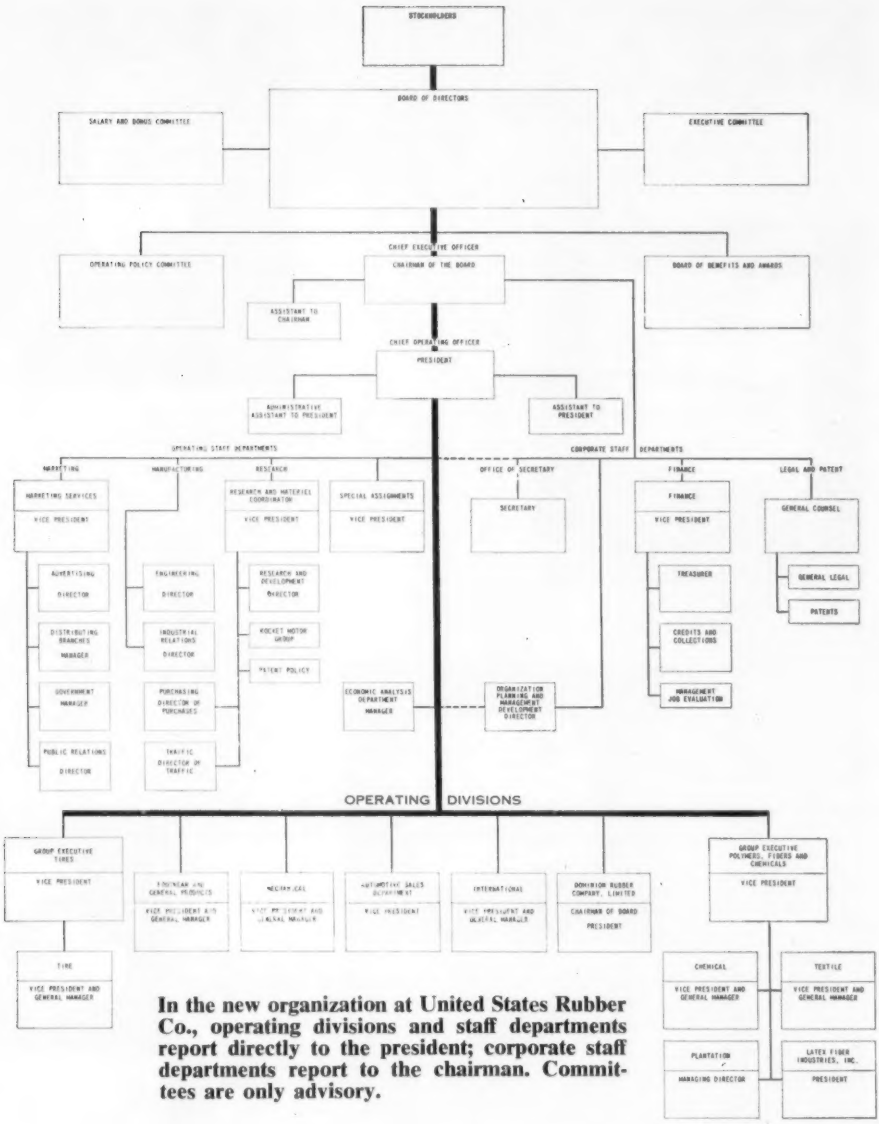
Organization chart of General Motors Corp. where major decisions are made in committee. The chairman of the board heads the finance committee and the president heads the executive committee.



Executive committee was top decision-maker at United States Rubber Co. in 1957.

12, 1957, Donald I. Rogers gave credence to a popular misconception of committees. He wrote, in part:

Before our nation became hyperscientific and overexpertized, there were great rewards for the man who stood out as an individual leader, a fellow who was willing to expose his neck to the sword slashes of fate and risk his career on the decisions he felt obliged to



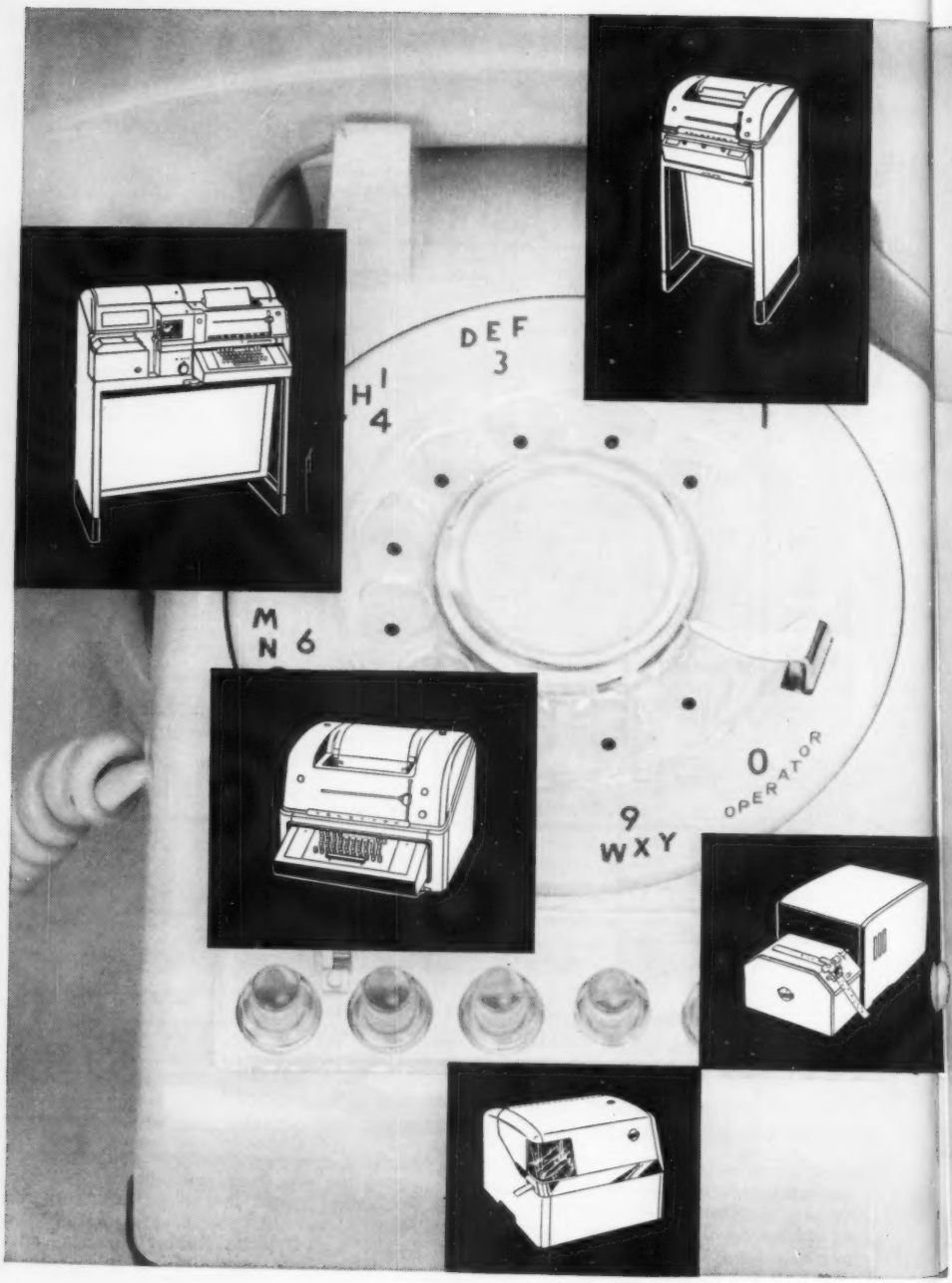
In the new organization at United States Rubber Co., operating divisions and staff departments report directly to the president; corporate staff departments report to the chairman. Committees are only advisory.

make.

That was before the science of management became a dominant force in corporate life. It was before the day of group decisions and conference room democracy. . .

But then came scientific management, group thinking, executive committee deliberations. It ended the buccaneer, and all but obliterated leadership from the American corporate scene. . .

The United States Rubber Co. has ended all of this overcorporatization. It has junked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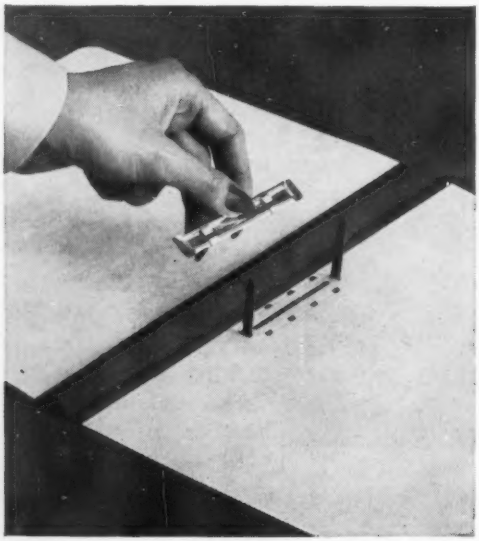

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its committee system for executive decision.

The most significant development with the appointment of two group vice presidents is the fact that the committee system of management has been abandoned. Decisions will not be hashed, democratized, strained and handed up to them on silver platters. They'll have to make their own.

The respective necks of the group vice presidents will have their lonely, private exposures to the blade whenever a decision is needed. . . . The company will profit from direct, responsible management.

The great institutions which have made a profession of teaching management science will not like me for saying it, but I think this is a wholesome, healthy development at U. S. Rubber.

Sword slashes at the U. S. Rubber necks should have been aimed at the executives who expected the committees to hand them decisions on silver platters. Even hashed, democratized and strained decisions must be swallowed before they are issued. When they are issued, they are the decisions of the responsible line executive and *not* decisions of the committee. The development at U.S. Rubber was wholesome and healthy if it eliminated the misuse of committees as crutches for weak executives. But the change may have precluded the realization of benefits which the real leaders and buccaneers can derive from effective use of the committee.

Reporting on another corporate giant, Damon Stetson, in his New York Times column, Aug. 27, 1958, described the changes in management at General Motors. "There are already indications," wrote Stetson, "that there will no longer be a single Mr. General Motors . . . Major decisions, as in the past, will be made in committee, thus insuring a careful assessment of problems by directors and top officers." Further in his article, Mr. Stetson stated:

In another change the board of directors specified that the governing bodies of the corporation will be the finance committee and the executive committee. These will replace the present financial policy and operations policy committees.

Mr. Donner (chairman of the board) heads the finance committee, Mr. Gordon (president) the executive committee. The latter will have general jurisdiction over the company's commercial activities.

Although the Stetson article dealt only with committees at the apex of the corporate pinnacle, where a more rarified atmosphere prevails, it revealed that General Motors recognizes the committee as an integral factor in management.

At Lukens Steel Co. the record of two decades of service has proved the practicability and effectiveness of the management committee. In an article, "The Management Committee: Coordinator of Policies and Practices," in *Dun's Review*, March 1951, Charles Lukens Huston Jr., president, wrote:

The experience of the committee has demonstrated five major advantages which have justified its establishment and continuance:

1. offers consultive supervision on which two or more heads are better than one;
2. results in uniformity of direction throughout the organization;
3. helps to provide coordination of long-term and short-term programs toward established objectives;
4. allows flexibility for emergency situations, should they arise, without interfering with basic schedules;
5. gives executives the benefit of broader experience and interchangeability of management personnel.

Overall, the management committee at Lukens has been primarily an advisory body. Line responsibility of division heads is strictly adhered to for such decisions as affect the division alone. Decisions affecting more than one division are developed by the committee as a whole. Where opinion in the management committee is divided, the president, who sits as an ex-officio member, "calls the shot" after due deliberation of the problem.

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fore they are established makes for better understanding, improved coordination, and close cooperation between divisions and departments of the company.

The most advanced stage of committee development is represented at E. I. duPont de Nemours & Co., which pioneered the use of the executive committee form of organization. In the *Harvard Business Review*, May-June 1955, William H. Mylander's article, "Management by Executive Committee," described duPont's committee-line organization:

At the top is an executive committee of the board of directors consisting of the president and nine vice presidents. These men devote full time to the company's affairs, although relieved of day-by-day functional responsibilities. As a committee, they meet each Wednesday, oftener if necessary. Fundamentally, the committee exercises these important responsibilities:

1. Determines the broad, basic policies for the operations of the company.
2. Selects the men to carry out these operations.
3. Maintains a continuous review, and seeks to make an honest and objective appraisal of the conduct of the business to make sure that the men selected are doing a good job.

In the Wednesday meetings, each committee member has one vote, including the president who usually votes only to make or break a tie. Split decisions are uncommon. Five members constitute a quorum, and four affirmative votes are required for the adoption of any resolution. In a secondary role, the members of the committee serve as individual advisors in areas where they are the best qualified by skill, training and experience.

DuPont executives, questioned by Mr. Mylander, stressed the following advantages of the committee-line plan:

1. Strength and security of group decisions.
2. Objectivity in decision-making.
3. Continuity of administration.
4. Development of personnel.

"On the whole," Mr. Mylander reported, "the members of the committee were unable to cite serious disadvantages."

Turning from industry to government, President Kennedy's recent moves to "free the bureaucracy from the morass of interdepartmental committees" were described by Wallace Carroll in the New York Times last Feb. 22:

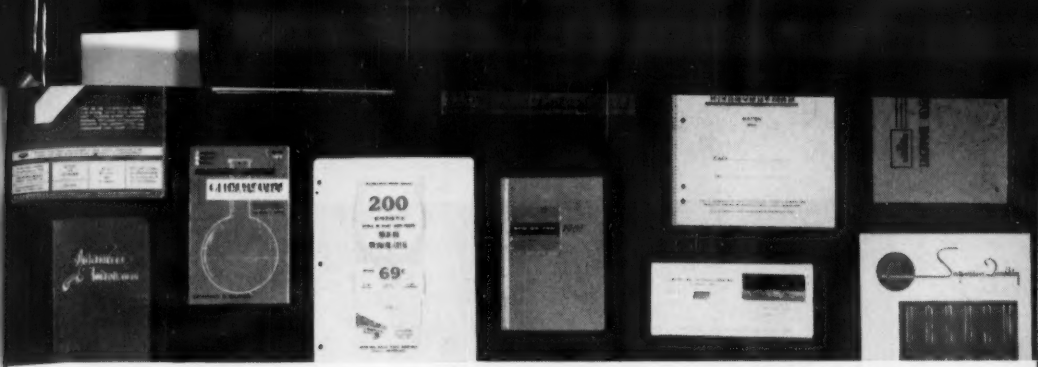
It has long been felt in Washington that these committees, instead of recommending courageous policy decisions, merely achieve the lowest common denominator of agreement among the departments concerned. They also enable timid officials and departments to escape responsibility for decisions that they ought to be ready to make in the national interest.

Mr. Carroll also cited, as the classic example of an interdepartmental committee, the one that was set up in the last year of the Truman Administration to plan the action to be taken in event of Stalin's death:

The premise was that, when the dictator died, there would be uncertainty and division in the Soviet Union and that this situation could be exploited by aggressive propaganda and acts of policy. . . . The committee, in utter frustration, finally agreed on one monumental recommendation: when Stalin died the Voice of America should arouse the world's imagination by going off the air.

On April 8, the New York Times reported that President Kennedy had abolished 41 government committees in "a continuing effort to abolish nonessential governmental agencies and place responsibility in specific individuals to the maximum extent possible." Of the 41 committees abolished, nine had been advisory, 15 interagency, two coordinating, three backstopping, and two ad hoc. In an earlier action, 17 committees were abolished.

An edifying and provocative appraisal of the present government's policy on committees was expressed by Hans J. Morgenthau, director of the



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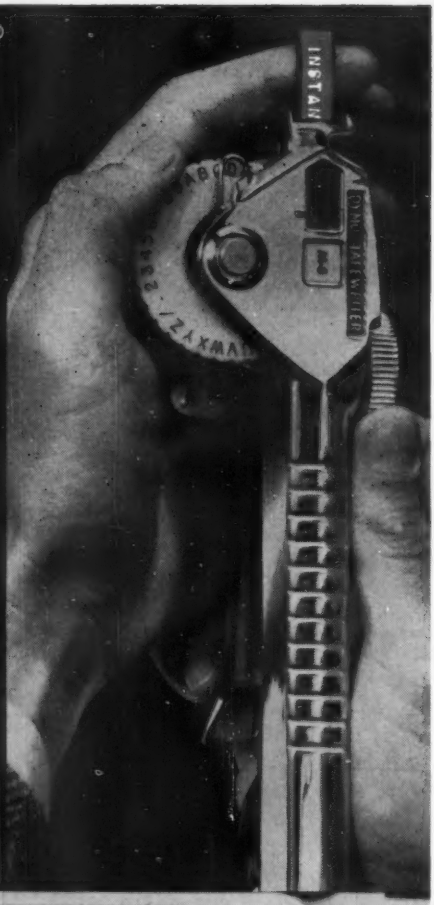

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University of Chicago Center for the study of American Foreign and Military Policy. The July 7 issue of *Time* quoted Mr. Morgenthau's article which had appeared in the *New Leader:*

President Kennedy has done away with the committee system of governing, and has surrounded himself with a number of individual advisers, in different degrees brilliant, knowledgeable and experienced. These advisers, operating as equals, are supposed to present the President with a variety of individual views from which he can choose. This concept of Presidential government has considerable merit compared to the committee system which it is intended to replace, but it is not likely to work in practice.

The successive presentation of views and recommendations by isolated individuals is no substitute for the dialectic confrontation of such views in a group which can put differing opinions to the test of empirical verification and logical analysis. Also, in a contest among equals for the President's ear, those with offices in the White House are likely to be more equal than those with offices in Foggy Bottom. This system also tends to separate the men of ideas from the men of facts and gives an inevitable advantage to brilliant presentation unchecked by practical experience.

But President Kennedy is not opposed to committees *per se*. During the election campaign, he appointed a committee to put the Democratic platform's civil rights pledges into legislative form (New York Times, May 10, 1961). Early in his administration he sent Congress an agricultural program in which he proposed "farmer committees" to meet and fix prices and marketing levels

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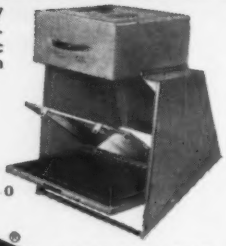

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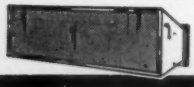

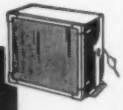

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(see New York Times editorial "Economic Policy Schizophrenia," March 22, 1961). Last May 1, President Kennedy established a White House Committee on Small Business to develop new policies and programs on behalf of small concerns. "Through the committee," the President said, "the government's many efforts to foster and encourage small business enterprise should be closely coordinated to the end that all these efforts be made as effective as possible."

The President meets frequently with the National Security Council, created by Congress 14 years ago. In the New York World Telegram & Sun last May 3, Marshall McNeil observed that "the council makes no decisions. It does not itself make policy. It is not something to which the President can pass the buck. It cannot assume his responsibilities. The President makes the decisions, but these, if the council operates as it was intended, are based on well-rounded advice and information it gives the President."

Another important body is the President's Committee for Equal Employment Opportunity which has been directed to eliminate discriminations. On June 21, President Kennedy and Premier Ikeda of Japan agreed to the formation of a U. S.—Japan economic committee.

Use of committees by the present federal administration is not inconsistent with its "continuing effort to abolish nonessential agencies and place responsibility in specific individuals to the maximum extent possible." Nonessential agencies should never be retained after they have fulfilled their mission, and ultimate responsibility for

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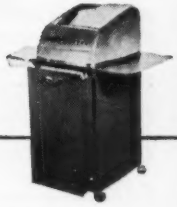

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decisions should, as a general rule, be delegated to individuals—not to groups. Group decision-making practices exemplified by duPont, General Motors, and Lukens Steel should be considered classic exceptions which prove the general rule. Indicative of the intense interest of the Kennedy administration in the subject of committees was an order, issued in mid-April, which required federal agencies to report on the number and types of existing committees. This order defined a committee as:

> . . . a body of persons with a collective responsibility appointed to consider, investigate, advise or take action, and usually to report. The prime characteristic, however, is the corporate or collective responsibility. The term "committee" thus includes a council, board, panel, commission, and any other group established with a collective responsibility which is formally established by charter, directive, or other written terms of reference. A staff group or meeting or conference that has no collective responsibility in the participants as a body, but is held to exchange information and ideas, or to coordinate actions, is not construed to be a committee.

Although a definition is helpful in establishing a common understanding of the subject and pinpointing specific meanings, the above definition has a twilight zone which may cast shadows into the areas of enlightenment. The first sentence taken, verbatim, from the dictionary may impart a very general, rather than specifically management, significance. The use of a committee "to take action"—other than to "consider, investigate, advise and report"—is exceptional, but it may be assumed that the action taken will be prescribed in the "written terms of reference." The term "collective responsibility" may pose problems in semantics. For example, is there no "collective responsibility" involved in exchanging informa-

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For More Information Circle No. 330

tion and ideas, and in coordinating actions? Is there not a "collective responsibility" implied—even if not set forth in "written terms of reference"—whenever individuals convene as a group, whether it is to deliberate, consider, investigate, advise or just exchange ideas and information? Would not coordination, which connotes effective and harmonious human interactions, be meaningless without collective responsibility?

There are many pitfalls in transliteration from general usage language to the more limited connotations of similar words in the context of a specialized discipline. For example, a Senate committee, headed by Sen. Henry M. Jackson, concluded after a study of committees in Washington, that "there has been too much emphasis on coordination and too little on delegation." (See editorial, "The Anonymous Mass," New York World-Telegram & Sun, April 29, 1961). To anyone knowledgeable in the art and science of management, this statement contradicts itself because the need for coordination increases directly with the extent of delegation.

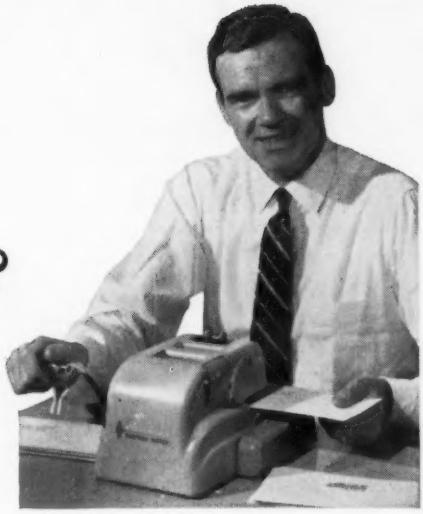
Also pertinent to consideration of the attitude of the Kennedy administration toward committees are the following excerpts from recent publications and the comments of a New York Times reporter:

Our great modern need has been to learn to use effectively the process of group thought by which the contributions of different persons may be fused.—"Committee Work on the Federal Personnel Council System" Pamphlet 25, Revision 4, U.S. Civil Service Commission, Feb., 1952.

Group thinking should be richer than individual thinking. . . In a group there is more contrast and balancing. . . Difference of opinion or view, expression of different needs and

(Continued on page 300)

Justify
the cost of a postage meter?



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For More Information Circle No. 478

LETTERS

Morality Begins at Home

Sir:

Page 218 in last month's issue of THE OFFICE commenced with the statement, "Business morality is on the decline." I don't think morality in business is declining any more rapidly than in any other endeavor. The unfortunate fact, in my opinion, is that this decline in morality is general. It is found in unions, management, politics, education, the theatre, the health field, and government. It is felt by countless people, but few (if any) try to do something about it.

Improvement in the moral character of this and future generations must start on an individual basis. We cannot be led to good deeds without a personal desire to be better. We cannot expect others to start unless we are willing to begin. And we cannot afford to minimize the seriousness of this situation. Where are all the good people?—WILLIAM A. KOZMA, Administrator, Peninsula General Hospital, Edgemere, N. Y.

Education in Ethics Needed

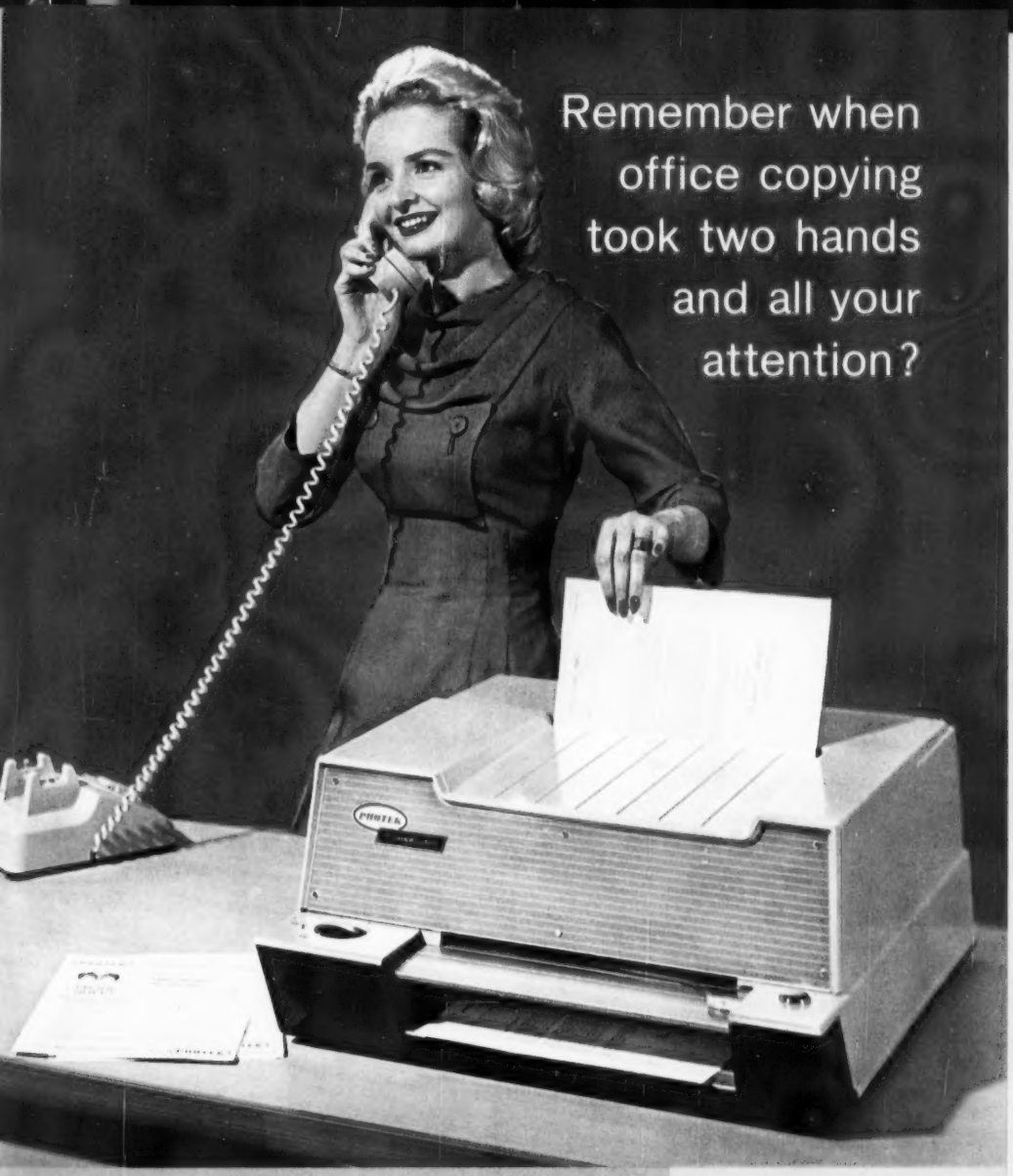
Sir:

If I were asked in a courtroom for a definite "yes" or "no" as to whether business ethics is on the decline, I would presumably answer, "Yes". To substantiate my answer, I would find it necessary to become a bit long-winded.

The word "ethics" is derived from the Greek *ethos* meaning character or moral purpose. As we use the word, ethics refers to a system of beliefs as to what is right and what is wrong and, in a communal sense, the character, sentiment or disposition of a community which formulates the moral codes by which the community thinks it ought to live. This concept

OFFICE-ODEON

For More Information Circle No. 481 →



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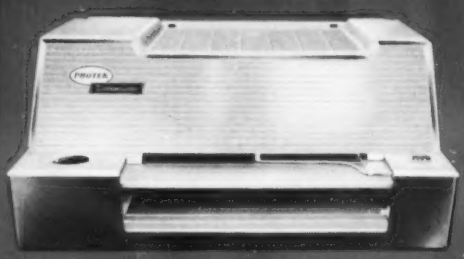

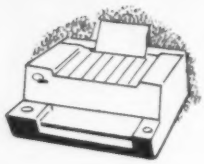

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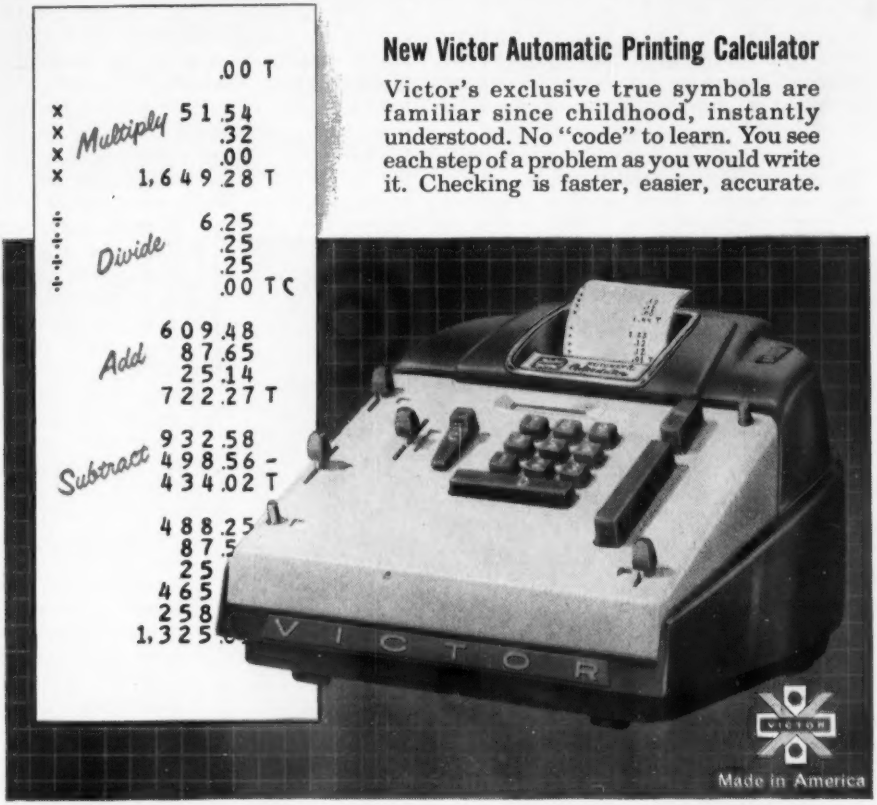

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For More Information Circle No. 211

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eliminates any possible ambiguity in the phrase "business morality." This term cannot refer to a code of morality established by the businessman for his own operation, nor even by a group of businessmen for the entire business community. Business morality can only mean the code established by all society for ethical problems arising primarily, or exclusively, in business.

Has morality in business declined relatively more than general morality, assuming the general level is also lower? I would answer, "No," and it may be of some consolation to the business world that its ethics are sinking on a par with the rest of the community. Here we have our first answer to the reason for the decline of morality in business: it is the result, or a part, of a general slackening of morals; a cynicism about life and about the "suckers" who are rumored to have such a high birthrate; a feeling that a "fix"—whether on the basketball, or in the police or basketball court, polling booth, television studio or wherever else, is more convenient and less troublesome than to risk competition.

There has always been some pride in the business community's assumption that its leaders have a better general education than most other segments of society. If this were so, the social awareness and personal values which a broad education may instill would have prevented or minimized moral slippage in business. But in fact, the assumption is unwarranted. Modern businessmen are trained to be specialized technicians, and the same ratio of superior - mediocre-inferior ability prevalent in any trade or professional group may be found in the business world. Your "most successful and honest manufacturer," who

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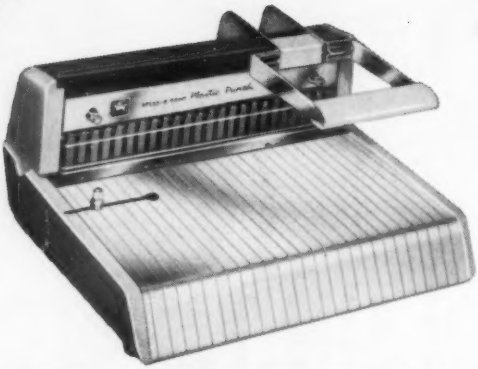

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says, "Bought business is no business," is probably also better educated than most, formally or otherwise.

The business community itself has become aware of the educational limitations of top executives and, in cooperation with major universities, has attempted to rectify this by offering special courses to top management. But the classes are limited, and the number of businessmen making decisions which do, or should, involve moral considerations is large. (I understand that even this minimal effort is failing for lack of support.)

The result of this lack of education is obvious. Ask the average businessman his views on ethics, and chances are he will tell you his lawyer takes care of that. Beyond avoidance of legal entanglements, it is a rare businessman who will do "what is right because it is right." When mergers and company sales are commonplace, the business leader has no time to waste contemplating the moral angle as well as the tax angle.

Of course, not all business executives violate all the rules, and there are enough who try not to violate any. Our intent is to present only one side of the issue, and rather incompletely. There is one encouraging note: you, and others like you, are worried and want to know how and why and what to do about it.—BERT E. ROSENSTOCK, New York.

Bosses' Secretaries Protest

Sir:

After reading the Office Grapevine article in the July issue of THE OFFICE, we protest in the name of all bosses' secretaries. You have made us sound like gossipmongers who enjoy committing high treason against our bosses. We believe most mature secretaries have enough loyalty and sense of fairness not to divulge important information entrusted to them by their bosses. Maybe the author made his survey in a steno pool.—BEVERLY BAKER & DORRIT CORNELL, Mid-America Fire & Marine Insurance Co., Kansas City, Mo.

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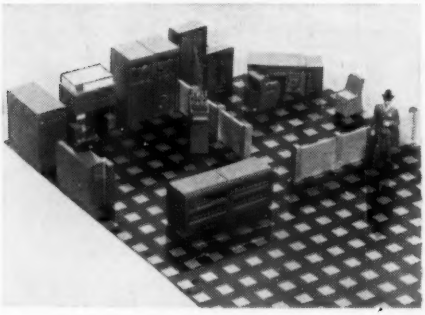

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Approaches programing for data processing based upon experience gathered from hundreds of applications. Does not treat matters of numerical analysis, systems analysis or systems design, but concentrates on modern programing techniques such as COBOL.

THE NEW WAGE & HOUR LAW. Bureau of National Affairs, Inc., 1231 24th St., N. W., Washington 7, D. C., 400 pp., $9.50.

Discusses and explains all changes in the Fair Labor Standards Act, effective this month, and resolves operating problems under the Act as amended.

A WOMAN'S GUIDE TO EARNING A GOOD LIVING by Elmer Winter. Simon & Schuster, Inc., 630 Fifth Ave., New York 20, 401 pp., $4.95.

Written in down-to-earth language, this book gives complete and authoritative answers to questions women have about earning a living in business. The author, president of Manpower, Inc., the country's largest part-time employer of women, calls upon his 12 years' experience in the temporary help field to describe such things as how to know your qualifications, where your abilities will be best put to use, what to do if you have no training, how to advance in business. The book discusses the 52 most sought-after fields and the opportunities in each, also going into business for yourself and self-employment in the home. Advice and tips from outstandingly successful women in many areas of business are a feature.

DAILY OPERATION OF THE COMPUTER ROOM. Life Office Management Assn., 110 East 42nd St., New York 17, $3.25.

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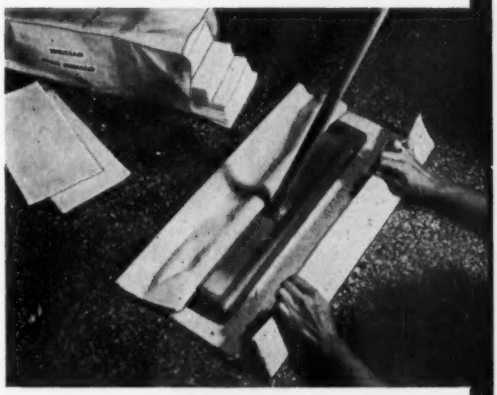
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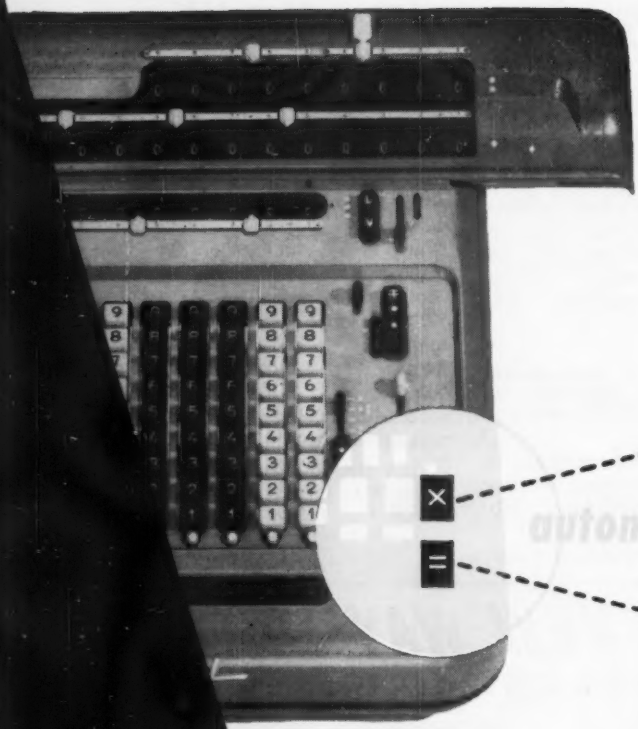

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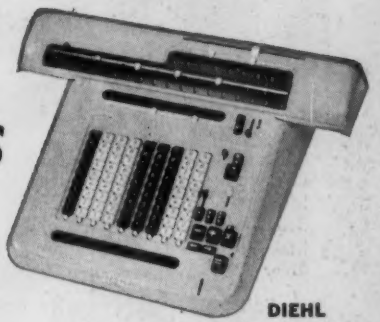

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THE COST-MINDED MANAGER by John D. Staley. American Management Assn., 1515 Broadway, New York 36, 288 pp., $6.75.

Explains why continuous attention to costs is a key element of every executive's job. Shows how to establish an effective cost reduction and control program: specific ways to control labor and maintenance costs, how work simplification and methods improvement produce savings, how cost data are collected, analyzed and acted upon.

THE POWER OF INSPIRED SALESMANSHIP by Millard Bennett. Frederick Fell, Inc., 386 Park Ave. S, New York 16, 269 pp., $4.95.

Shows how to apply personal power to actual selling and explains how to increase earnings through careful self-development and "self-sell."

INTRODUCTION TO BUSINESS ENTERPRISE by Wayne L. McNaughton. John Wiley & Sons, 440 Fourth Ave., New York 16, 538 pp., $6.25.

An introductory textbook on business for students in their first or second college year. Covers such fields as the forms of business ownership, financing, offices and equipment, management, personnel, production, marketing and business law, as well as the more philosophical aspects of business. Useful to anyone who would improve his general economic literacy.

CHECK SMART, KNOW YOUR CHECKS by Larry Longhway. Business Protective Assn., 617 SW 31st St., Oklahoma City 9, 50 pp., $1.

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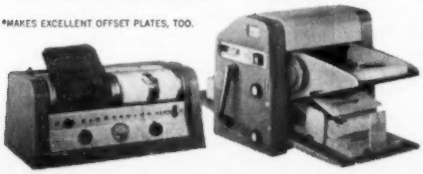

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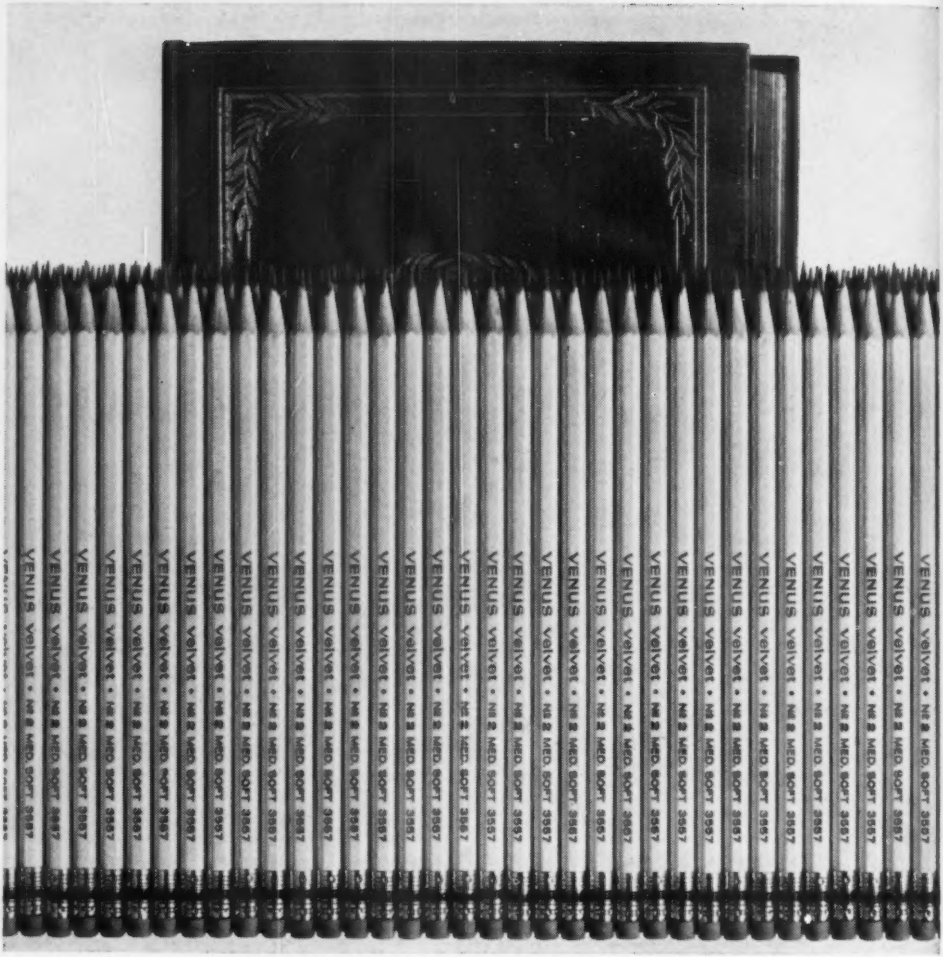

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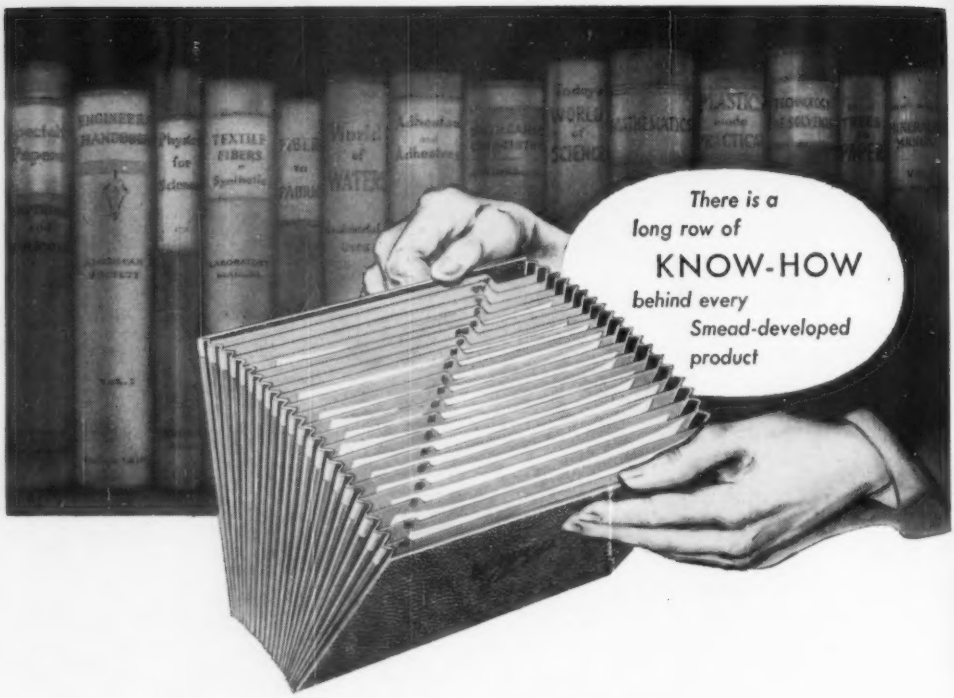


QUALITY IS THE RESULT

OF A CONTINUING PROCESS OF SCIENTIFIC RESEARCH

. . . and in Smead Expanding Products and Filing Supplies *quality* encompasses attractive paper with wear-resistant finishes; adhesives that really stick; long-wearing cloth; visibility-proven inks and the highly developed skills to construct products which make it *so much easier* for you to file and find your papers and records.

Ask your Smead dealer to let you examine a Smead Expanding Product or one of many functional Filing Supplies. You will recognize a quality product . . . quality represented by over fifty years of continuing research in the production of the very best FILING ESSENTIALS.

Ask for
Smead
FILING ESSENTIALS

Write for Brochure on
"HOW TO BETTER ORGANIZE OFFICE RECORDS". ***It's new and free.***

SMEAD MANUFACTURING COMPANY
HASTINGS, MINNESOTA

CHICAGO LOGAN, OHIO LOS ANGELES

For More Information Circle No. 461

DRY BEFORE IT HITS THE TRAY

Klean Write Super Emulsion Duplicating Inks!

Klean Write Super Emulsion Inks will revolutionize stencil duplicating! Run your finger over the copy as it comes from the machine—absolutely dry! No slip sheeting, no blurring, no soaking through! And yet, the ink can NEVER dry on the ink pad!

You've never seen anything like it! Copies as dark, sharp and clear as you get from *offset printing* . . . and that holds true whether you make 15 copies or 15,000 because Klean Write Super Emulsion Inks *cannot* damage your stencils.

A chemical miracle from the research laboratories of the Frankel Manufacturing Company, world leaders in duplicating supplies for 55 years.

In Liquid, Semi-Paste or Paste form, for use on any duplicating machine

NO. 726-SE LIQUID INK, packed in one-pound cans, for use on all rotary mimeograph machines. $2.75 lb.

NO. 200-SE SEMI-PASTE INK, packed in one-pound tubes, for use on Roneo mimeograph machines and late model A.B. Dick machines with paste ink drums. $2.90 lb.

NO. 100-SE PASTE INK, packed in tubes designed specifically to fit Gestetner, Rex Rotary and all other silk screen duplicators. $2.65 tube.

FRANKEL
MANUFACTURING CO.
285 Rio Grande Blvd. • Denver 23, Colo.

In New York, contact:
Crystal Copy Corporation • 4 West 16th St. • New York, New York

Frankel Manufacturing Company
285 Rio Grande Blvd. • Denver 23, Colorado

Please send me a trial order of Klean Write Super Emulsion Stencil Duplicating Ink. If I am not completely satisfied I will return the unused portion of the order and remit no payment.

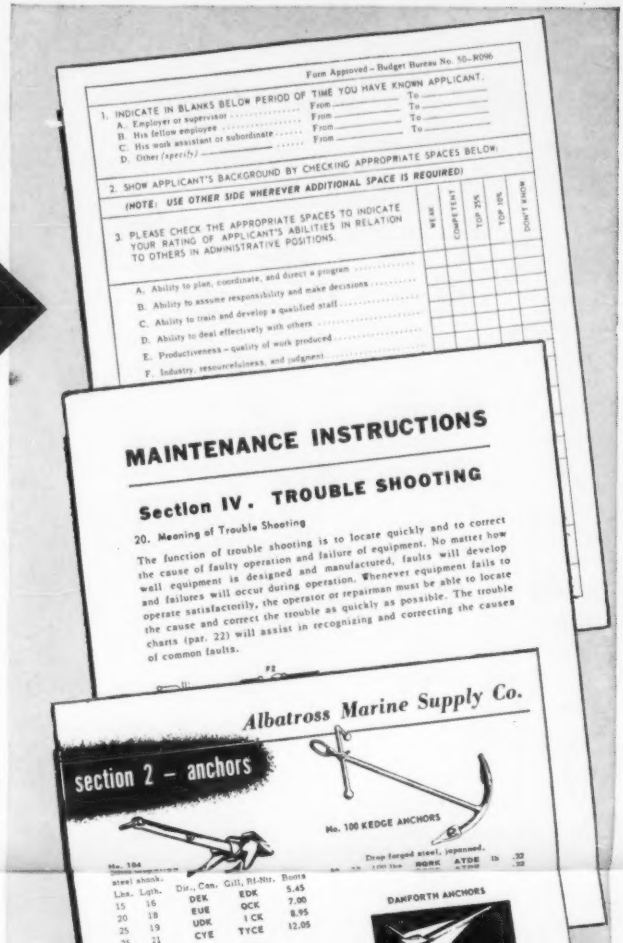
Check One:
Klean Write 726 SE Liquid ☐ Quantity _____ lbs.
Klean Write 200 SE Semi-Paste ☐ Quantity _____ lbs.
Klean Write 100 SE Paste Ink ☐ Quantity _____ lbs.
Make of duplicator: _____

Name _____
Firm Name _____
Address _____
City _____ **Zone** ____ **State** _____

See you at the NSOEA convention in Chicago. Look for us in Booth 42.

For More Information Circle No. 251

NOW...you can 'office-produce' work like this...



ALL THE BEAUTY AND VERSATILITY OF *Typesetting*

WITH THE SIMPLICITY AND ECONOMY OF *Typewriting*

The many economical printing and duplicating methods available today . . . in both office duplicators and commercial presses . . . need only paste-pot, scissors and imagination to provide a major portion of the daily printing requirements. *TYPOGRAPHY* . . . once a serious deterrent to the full use of these processes . . . is now made available in limitless supply and variety, at incomparably low cost and speed . . . by the VARITYPER *Office Composing Machine.* Whether you need a complex ruled form or columns of type matter for your catalog, your office typist will produce both on the VARITYPER Machine . . . at her own desk. The forms will be complete . . . including the ruled lines (automatically ruled). The columns of type will have evened margins (also automatically achieved) just as in fine professional printing.

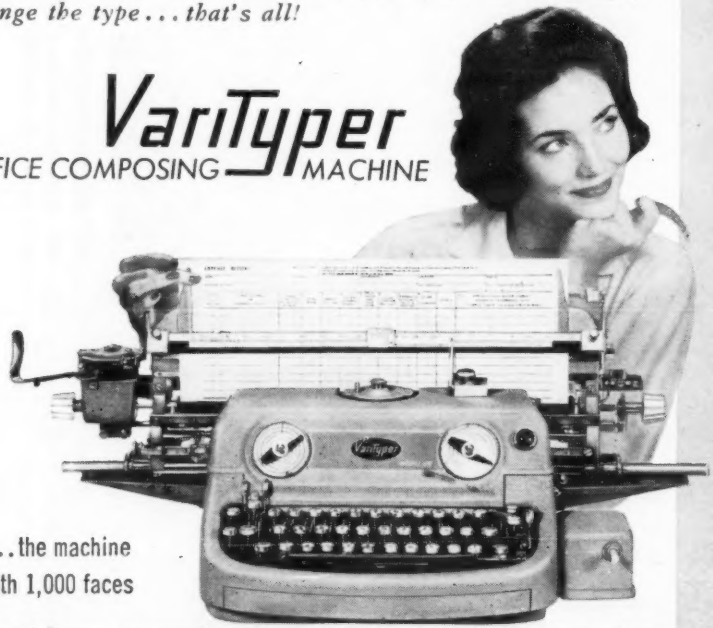
HUNDREDS OF DIFFERENT TYPE STYLES

Type fonts are instantly changeable with a choice that runs

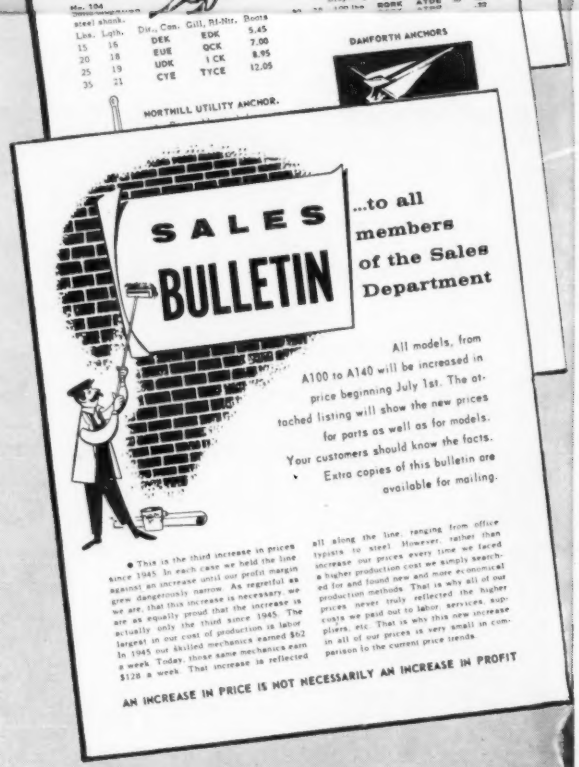
HUNDREDS OF DIFFERENT TYPE STYLES

Type fonts are instantly changeable with a choice that runs into many hundreds of different styles and sizes. You need only one VARITYPER machine for all your needs. Simply change the type . . . that's all!

VariTyper
OFFICE COMPOSING MACHINE



. . . the machine
with 1,000 faces



This 'Ad' was prepared on the VARITYPER machine, shown above. Heads were photo-composed on the HEADLINER machine

VariTyper Corporation

SUBSIDIARY OF ADDRESSOGRAPH - MULTIGRAPH CORPORATION

720 FRELINGHUYSEN AVENUE • NEWARK 12, NEW JERSEY

Please send VARITYPER Book D-93.

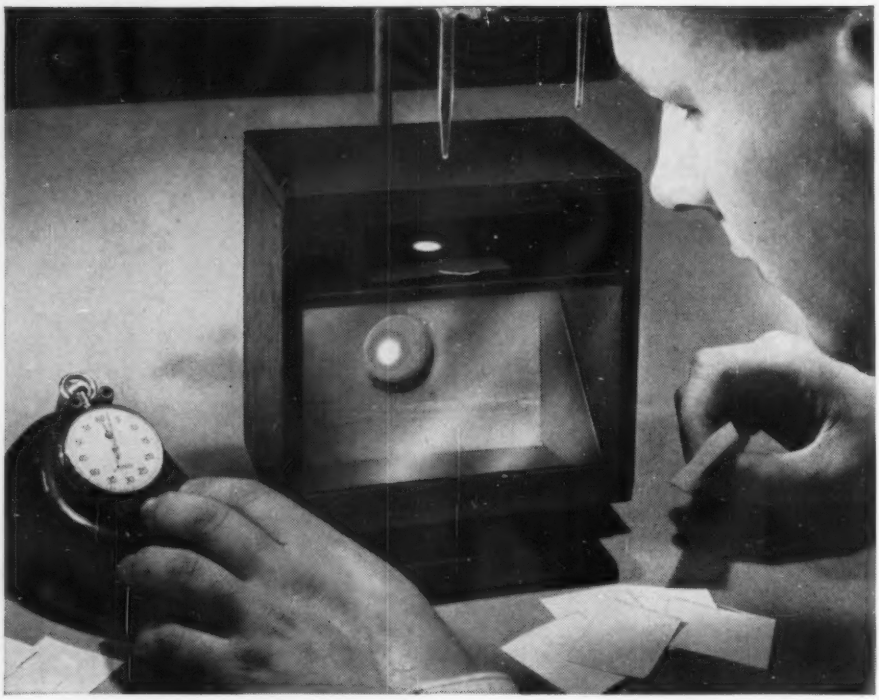
NAME.....

COMPANY.....

ADDRESS.....

CITY.....ZONE...STATE.....

For More Information Circle No. 301



Researching tomorrow's masters

As the demands of business machine automation grow more exacting, supplies — such as master units — must meet the increasingly higher performance standards of complex electronic equipment.

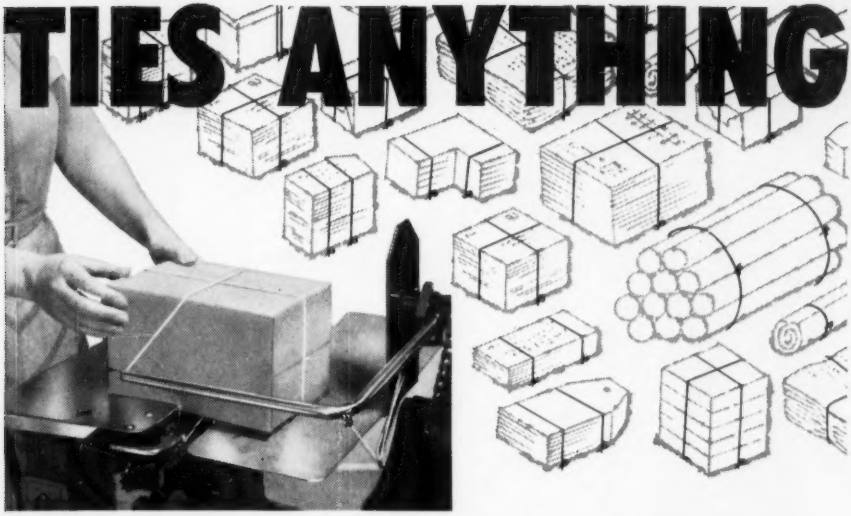
Columbia—a leader in the developmemt of carbon papers, ribbons, duplicating plates and supplies—has long supported an intensive program of scientific study to assure you the finest products. Based on this premise, Columbia Research and Development will continue to set the standards of the business writing supply industry. For information about how Columbia products may help you, write: Columbia Ribbon & Carbon Mfg. Co., Inc., 116 Herb Hill Road, Glen Cove, N. Y. or Columbia Ribbon & Carbon Pacific, Inc., Duarte, Calif.

Columbia

RIBBONS • CARBONS • DUPLICATING SUPPLIES

RELY ON THESE FAMOUS BRAND NAMES: CLASSIC • COMMANDER • MARATHON • PINNACLE RAINBOW • SILK GAUZE • COLUMBIA M-50 • COLUMBIA PF-75 • ACCOUNTANT SPECIAL PLASTISOL F-100 • COLITHO OFFSET • READY-MASTER SPIRIT

For More Information Circle No. 469



BUNN machines tie any shape or size 10 TIMES FASTER

Wherever there's a volume bundling job to be done—in offices, publication firms, lettershops—a Bunn Tying Machine cuts time and costs.

Mail, packages, cartons, newspapers . . . virtually anything can be tied 10 times faster with a Bunn Tying Machine.

Adjusts automatically to various package shapes and sizes . . . produces a neat, tight, slip-proof knot. Average unit tying time: 1½ seconds!

Call your Bunn Representative today for complete details. Or, use the handy coupon below. No obligation.

This slip-proof, tamper-proof knot always says, "Tied by Bunn."

BUNN PACKAGE TYING MACHINES for over half a century

B. H. BUNN COMPANY

7605 Vincennes Ave., Dept. OF-91, Chicago 20, Ill.
Export Dept.: 10406 S. Western Ave., Chicago 43, Ill.

FREE BROCHURE

B. H. BUNN CO., Dept. OF-91
7605 Vincennes Ave., Chicago 20, Ill.

Please send free brochure which illustrates how we may cut costs with a Bunn Package Tying Machine.

Name_____

Company_____

Address_____

City_____ Zone____ State_____

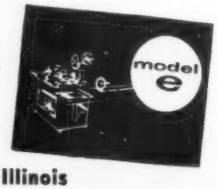
For More Information Circle No. 231

A single machine that applies all types of address labels?

Wide-strip, narrow-strip, continuous pack form, cut or individual labels! All applied automatically to a wide range of printed pieces at cost-cutting high speeds (up to 16,000 per hour). No matter whether labels are pre-addressed from punched cards, magnetic tapes, plates, stencils or other addressing systems. Or whether you mail small postcards and envelopes . . . middle-sized pamphlets and brochures . . . or larger magazines, catalogs and quarter-fold tabloids. All handled by the compact easy-to-operate **Cheshire Model E.**

CHESHIRE INCORPORATED

Write for descriptive brochure.



Dept. O-9, 1644 N. Honore Street, Chicago 22, Illinois

For More Information Circle No. 468

Design for a Travel Bureau Executive

Your company is judged by the office you keep...

The first impression is a most important impression! Cole Steel office furniture will create the office you want—the impression you want to give. By its rich look, by its integrity of design, Cole instantly tells of quiet good taste. Cole equipment creates an atmosphere of comfort and luxury that will impress your visitors and make your office an inspiring place to work. See for yourself why Cole Steel is so far ahead in the office equipment field. Free: send for our latest full color catalog...today! Cole Steel Equipment Co., Inc., Dept. 27, 415 Madison Ave., New York 17, N. Y.

COLE STEEL

NEW YORK CITY • CHICAGO • PHILADELPHIA • LOS ANGELES • SAN FRANCISCO • HOUSTON • ATLANTA • TORONTO, CANADA

For More Information Circle No. 421

curtis-young

makes and sells
every type
of inked ribbon...

RIBBONS

Made of SILK, NYLON, COTTON, PAPER, FILM—for TYPEWRITERS, TABULATING, BOOKKEEPING, ACCOUNTING, TELETYPE, ADDING MACHINES, CASH REGISTERS, COMPUTERS, CHECK PROTECTORS, TIME CLOCKS, DATERS OR ANY OTHER MACHINE OR DEVICE REQUIRING AN INKED RIBBON . . . in every color and inking for offset, hektograph, photographic or thermal copying.

Specialists In: Supplies for Liquid Process Duplicating • Master Units • Spirit Carbon • Printed Masters • Copy Paper • Duplicating Fluid • Photocopying Machines • Photocopy Papers & Chemicals and Miscellaneous Supplies • Carbon Papers • Inked Ribbons of every Description • Also makers of the Famous Copy-Right and Stand-By Copyholders

CURTIS-YOUNG CORPORATION

For More Information Circle No. 464

COPYING PRODUCTS THAT REFLECT YOUR GOOD JUDGMENT—*SINCE 1895*— 110 WEST 18th ST., NEW YORK 11, N. Y.

For More Information Circle No. 427

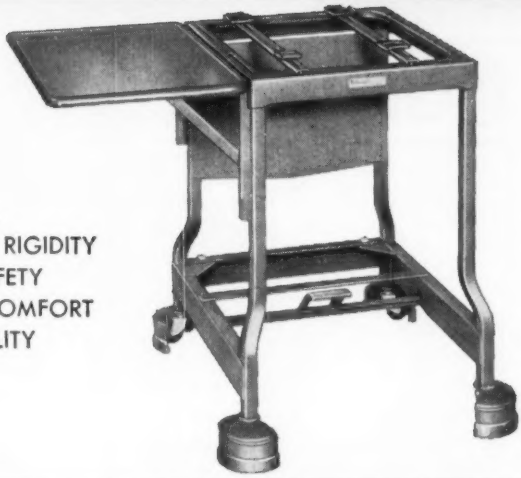
Entirely NEW CONCEPT in Office Machine Stands...

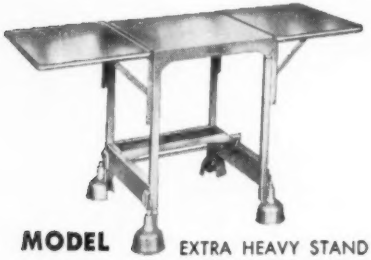
Design — Construction — Performance — Value

NEW!
MODEL
6000

New Concept In:

- STRENGTH & RIGIDITY
- MACHINE SAFETY
- OPERATOR COMFORT
- RETRACT-A-BILITY
- PORTABILITY
- STAY-BILITY





MODEL
8802

EXTRA HEAVY STAND for many types heavier, electrically operated, office machines. Square, tubular legs. Solid steel top, undercoated for sound-vibration abatement.

NEW
MODEL
6500

PAN TOP OFFICE MACHINE STAND — Versatile 15½" square pan. Square tubular legs. Modesty Panel. Retractable casters.

Write for NEW '61 Catalog

TIFFANY® STAND CO.

7350 FORSYTH • ST. LOUIS 5, MO.

For More Information Circle No. 479

SPECIAL 2-in-1 BONUS BUY!

A HANDSOME 2 PEN NOBLOT DESK SET WITH JET BLACK BASE PLUS ½ GROSS OF MONGOL PENCILS WITH "DIAMOND STAR" LEAD

See what this Combination Package holds for you:

HANDSOME TWO-PEN NOBLOT DESK SET. A new concept in desk ball pen design and economy.

- Keeps ball pens on the desk—where they belong!
- Full-length 5¾" NOBLOT replaceable ink cartridges!
- Two chrome-trimmed NOBLOT pens: blue ink, red ink!
- A necessity for every desk!

½ GROSS MONGOL PENCILS WITH NEW "DIAMOND STAR" LEAD, Choice of 2 or F Degree.

- Unbelievably long writing mileage!
- Exceptional point strength!
- Silky smoothness!
- Jet black writing!
- Uniformity of degree!
- Famous Pink Pearl eraser!

Don't miss this opportunity to stock up on quality pencils and acquire handsome desk sets for your office—both for one low price! See your stationer for this outstanding combination package now!

SINCE 1849
EBERHARD FABER
puts its Quality in writing
Wilkes-Barre, Pennsylvania-New York-Toronto, Canada

Trademark Reg. U.S. Pat. Off. and Other Countries

For More Information Circle No. 230

Camera!

New York Airways, inter-airport helicopter service, has reduced the time required to prepare customer tickets up to 75% with Burroughs 202 Ticketeers. An agent at the Wall Street terminal prepares customer tickets by inserting a metal plate containing such data as origin, destination, fare and tax. Pulling a handle produces the ticket and complete auditing information as a by-product.

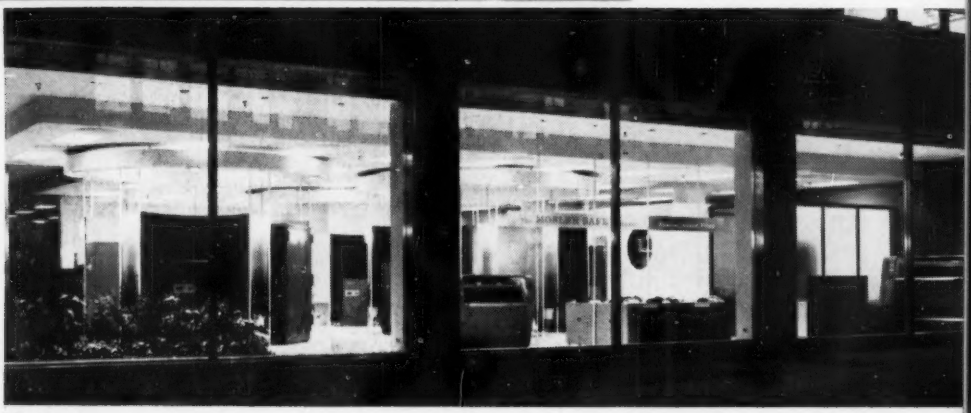
Finalists in the National College Queen Contest sponsored by Smith-Corona Marchant, Inc., are shown during the typing portion of the contest. Standing left to right are Ann Frandsen, Bonnie Shafer, Pat Weaver, Marsha Lynn Thompson, Eunice Marie Young and Kathryn Kormondy. Seated left to right are Katie Brown, Marsha Diane Moode, Lynn Vinocur, Patti Lee Bledsoe, Marcia Olen, Gayle Elizabeth Harmon. Miss Weaver won the national title, with Miss Schafer and Miss Thompson placing second and third.

Paymistress Rebecca Beatrice of Pitney-Bowes, Inc., sorts thousands of vacation checks for employees. This year, under a liberalized policy, about one-third of all personnel will have three or more weeks' vacation.

The new nation of Nigeria is teaching many students basic clerical abilities, such as typing. The project, being carried out jointly by Nigeria and a field team from Ohio University, is now training teachers to pass along these abilities to future commercial students. Lillian Barbour Turner of the Ohio team is shown giving instruction on Royal typewriters.

Mosler's New York Office

Mosler Safe Co. has moved to new headquarters in New York occupying 23,250 sq. ft. on three floors at 320 Park Ave. Visitors to the ground floor showroom see this giant replica of a vault door opposite the entrance.



Night view shows safe, record and filing equipment displayed to passersby. Executive offices are on the 18th floor, the New York office is immediately below showroom.

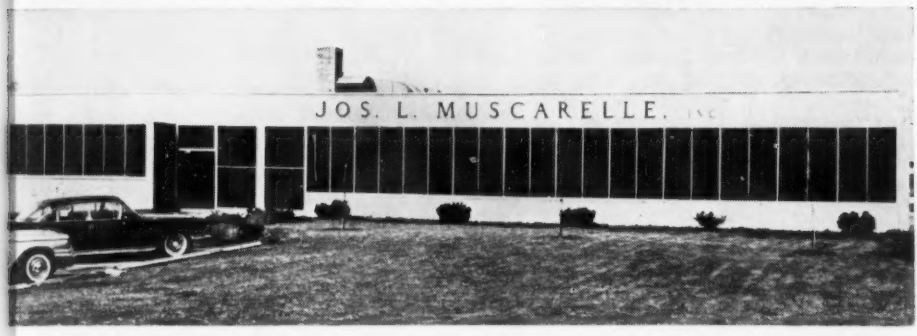
The receptionist is surrounded by displays of safes grouped around three carousels, two of which are shown here. Decorator colors and plants point up other equipment.

A ruler, the width of a ledger page, with column headings mounted on it, helps employees at York-Shipley, Inc., York, Pa., read long columns of tabulated figures at any point without having to run their finger up the columns to see which headings they are under.

Burroughs fluorescent check sorter (right), one of two experimental machines retired by Meadow Brook National Bank, West Hempstead, N. Y., was replaced with a Burroughs MICR Magnetic Ink Sorter-Reader (left). Operating the sorters are Linda Mirabelli and Jacquelin Cremin. Stacks of checks in foreground compare the number of items sorted by the old and new equipment in one minute: the one at right contains 750 checks, the one at left, 1560. Work is done by a night staff and returned to the bookkeeping department the next day.

Builder's Own Office Building

The new office building of Joseph L. Muscarelle, Inc., Maywood, N. J., was designed as a showcase for the firm's construction business.. The estimating room features one wall, entirely of glass, which faces north.



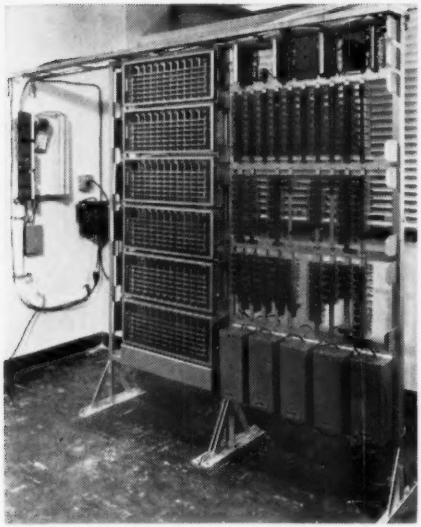
The one story Muscarelle offices are divided into nine zones for year-round climate control.

Accounting and payroll departments, and secretarial pool, are located on the south side. Communications and power lines under the floor can be tapped at convenient places, even if offices should be rearranged. Recessed fluorescent lighting supplements natural light.

Intercom System Helps Ryerson Speed Communications

To improve office efficiency, Joseph T. Ryerson & Son, Chicago, is using a Ring-Master Intercom installed by Scan-Am Co., McHenry, Ill. It provides hands-free, two-way communications between any of 200 stations. Shirley Clark, secretary to the office manager, uses it to contact another floor of the five-story building.

Sales department has sending and receiving unit on each man's desk, in addition to standard telephone which is kept open for incoming customer calls. (See page opposite.)



This central, automatic switchboard is the nerve center of the interoffice communication system.

Merrily Bischof uses the system in the firm's filing department to answer requests for information.

Men in the stock records department can immediately provide information regarding stock on hand to the sales department located on another floor.

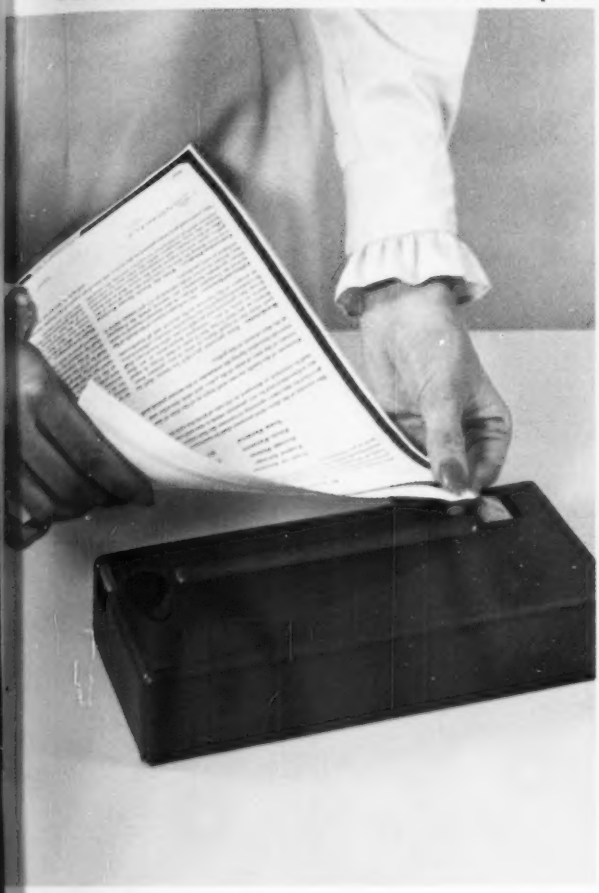
Diebold Super Elevator Files for engineering data have helped the Air Force Logistics Command to reduce filing space from 25,000 sq. ft. to 5000 sq. ft. Data on missiles, airframe and engineering drawings are kept on 35mm microfilm mounted in punched cards.

Microfilm Card Files Save Air Force Space

Operator only has to press a button to bring one of the 250,000 aperture cards to her fingertips. By placing card in reader, she can readily check details visually.

Microfilm reader projects film insert in accounting machine card to base of reader for instant checking. Operator can retrieve card, insert it in reader, pick out desired information and refile it in less than one minute.

"SCOTCH" Brand Double-Coated Tape



"SCOTCH" Brand Trans

Cut mounting time in half with the tape that sticks on both sides

"SCOTCH" Brand Double-Coated Tape does mounting jobs in seconds, requires no drying time! Works like glue in handy ribbon form. No spills, spots or wrinkles. Easy to use—there's no liner to remove. The neater, faster way to splice papers, mount displays, assemble policies.

Does jobs by the score... costs less today than ever before

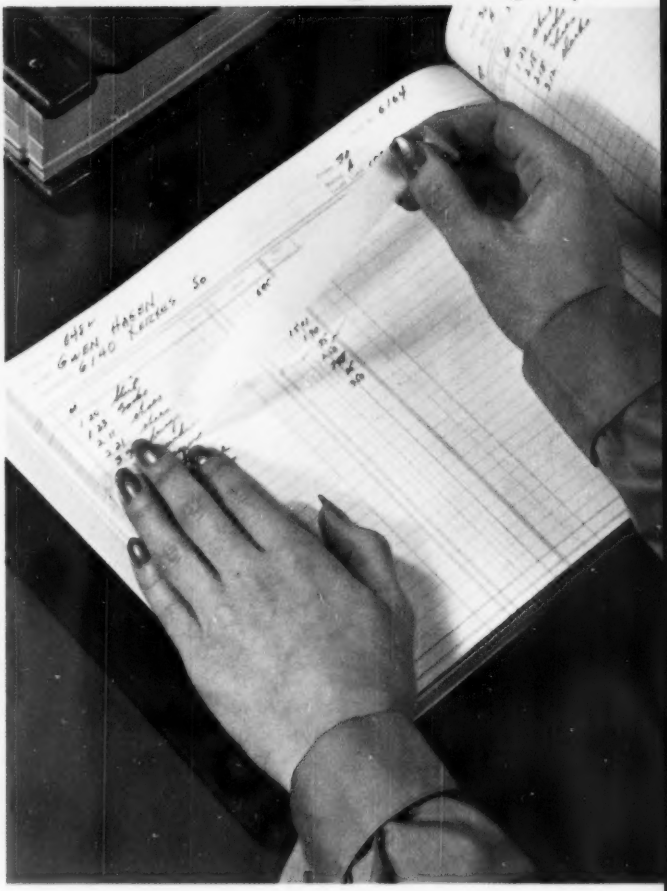
One penn
"S
Tra
sea
lopes, menc
holds 8 rou
notes! Depe
parent. Co
without b
telescope
sticks at a

Tape is a tool...choose the best tape

l Transparent Tape

e penny's worth of "SCOTCH" Brand Transparent Tape seals 9 bulky enve-es, mends 8 torn checks, ds 8 routing slips or 17 es! Dependable . . . trans-arent. Comes off the roll ithout breaking, never elescopes. Quick, neat—icks at a touch!

"SCOTCH" Brand Magic Mending Tape



Mend important papers permanently

"SCOTCH" Brand Magic Mending Tape is the only tape that's practically invisible! Its no-glare backing lets you read through it. Looks white on the roll, but when pressed down on paper it almost disappears. And you can write on it with pen, pencil, ballpoint or typewriter! Resists moisture, too. Perfect for mending torn documents, records, file copies, punch cards—lasts as long as the paper it mends!

tape for the job . . . "SCOTCH" Brand

A girl's best friend at the office is
"SCOTCH" Brand!
SCOTCH BRAND
TYPEWRITER
CLEANER
No. 575
3
SCOTCH
NEW!
LINERLESS!
SCOTCH
BRAND
Double-Coated
Transparent Tape
No. 665
STICKY ON BOTH SIDES!
SCOTCH
CELLOPHANE TAPE
SCOTCH BRAND
Magic Mending Tape
No. 810

"SCOTCH" Brand Dusting Fabric

"SCOTCH" Typewriter Cleaner

Dusting is easier than ever before

"SCOTCH" Brand Dusting Fabric works so fast it makes dusting almost fun! New "wonder" fabric, with millions of tiny dust traps, picks up dust and holds it . . . leaves no trail of lint and oily film. Can't scratch or mar the most delicate surfaces, yet is tough and resilient—highly absorbent sheets can be used over and over before they're thrown away. Keeps hands clean, too. Ideal for desk tops, cabinets—anything around the office.

Clean typewriter keys by typing

"SCOTCH" Brand Typewriter Cleaner lets you type the dirt away! Use like paper—just roll sheet into typewriter, set machine to stencil and strike each key several times. That's all you do! No stains, no spatters—hands stay clean. Comes in perforated sheets (tear off used portions and save the rest). Clean type on other office machines, too, for less than 5c per cleaning!

Make sure you have these "Scotch" Brand office helpers in your office. Call your "Scotch" Brand supplier today!

"SCOTCH" IS A REGISTERED TRADEMARK OF 3M CO., ST. PAUL 6, MINNESOTA

MINNESOTA MINING AND MANUFACTURING COMPANY

. . . WHERE RESEARCH IS THE KEY TO TOMORROW

T

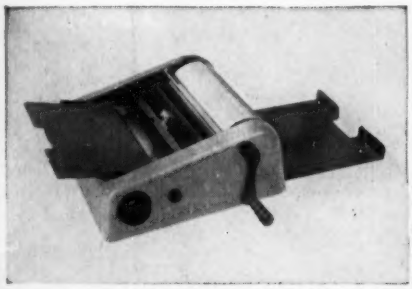
SADA for duplicating

SADA

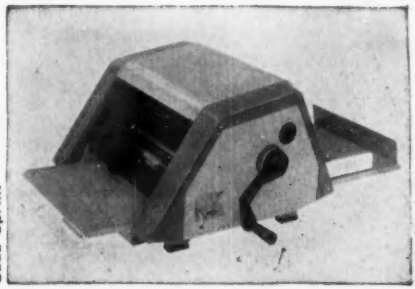
Sada Sprint
This unique spirit duplicator reproduces any typescript, manuscript or drawing in one or more colors

Sada Replic
Compact in dimension but full-size in results, this modern stencil duplicator is hand or electrically operated

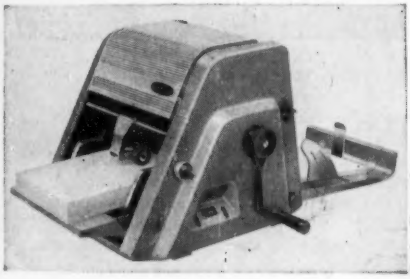
Sada Reporter
This electrically-operated automatic stencil duplicator has exclusive money-saving features



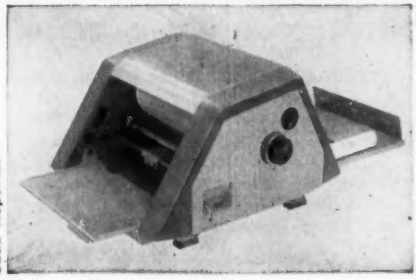
Sada Sprint



Sada Replic hand operated



Sada Reporter



Sada Replic electrically operated

SADA **S.p.A. Duplicatori ed Affini Milano**

Milano (Italy) - corso Europa, 12
tel. 780.913/915/917

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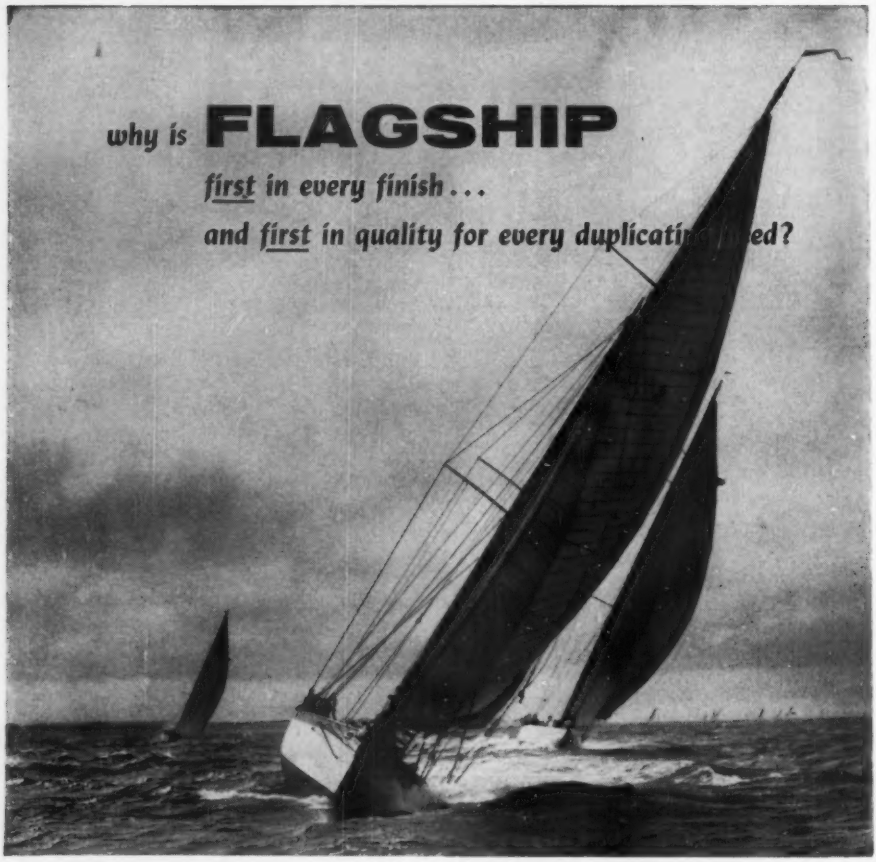

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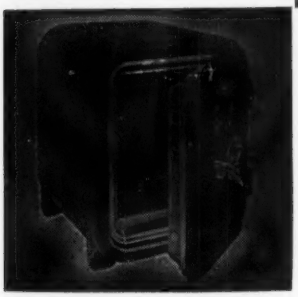

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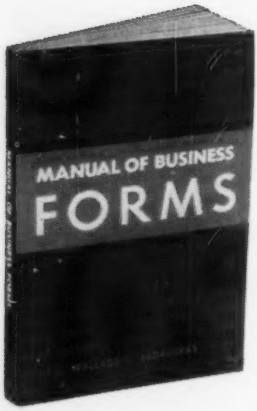

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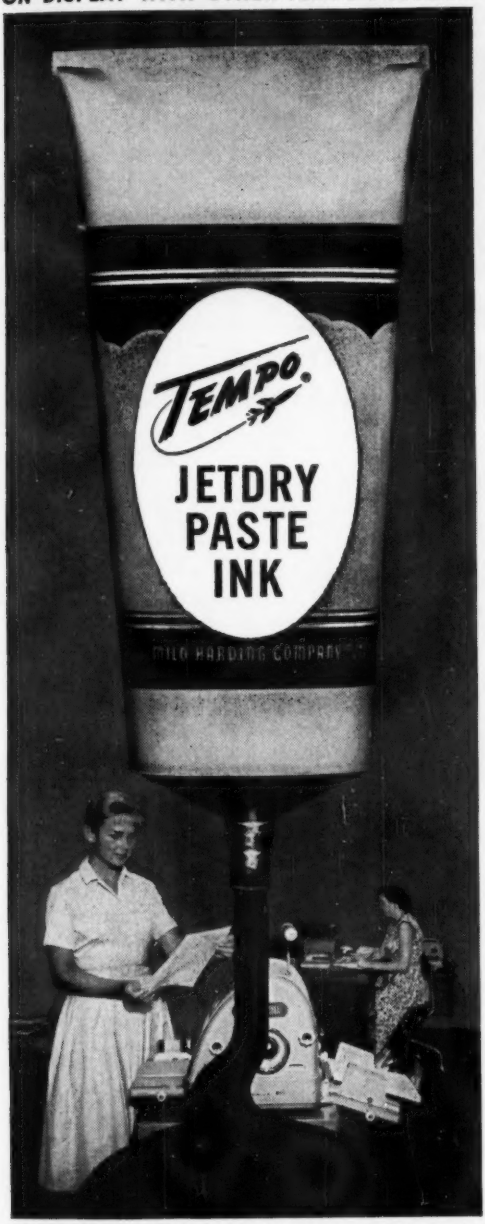

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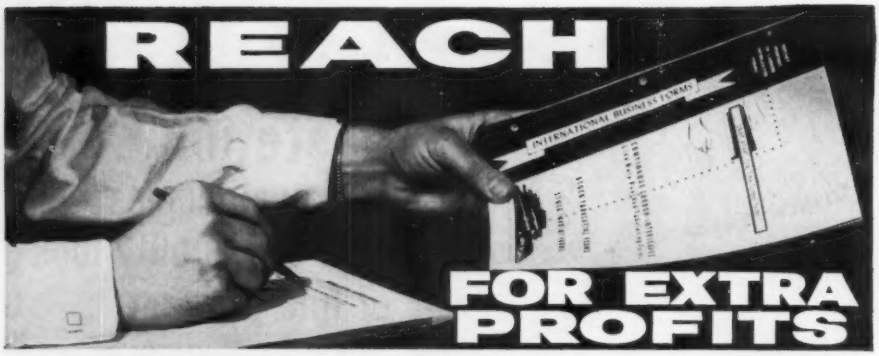

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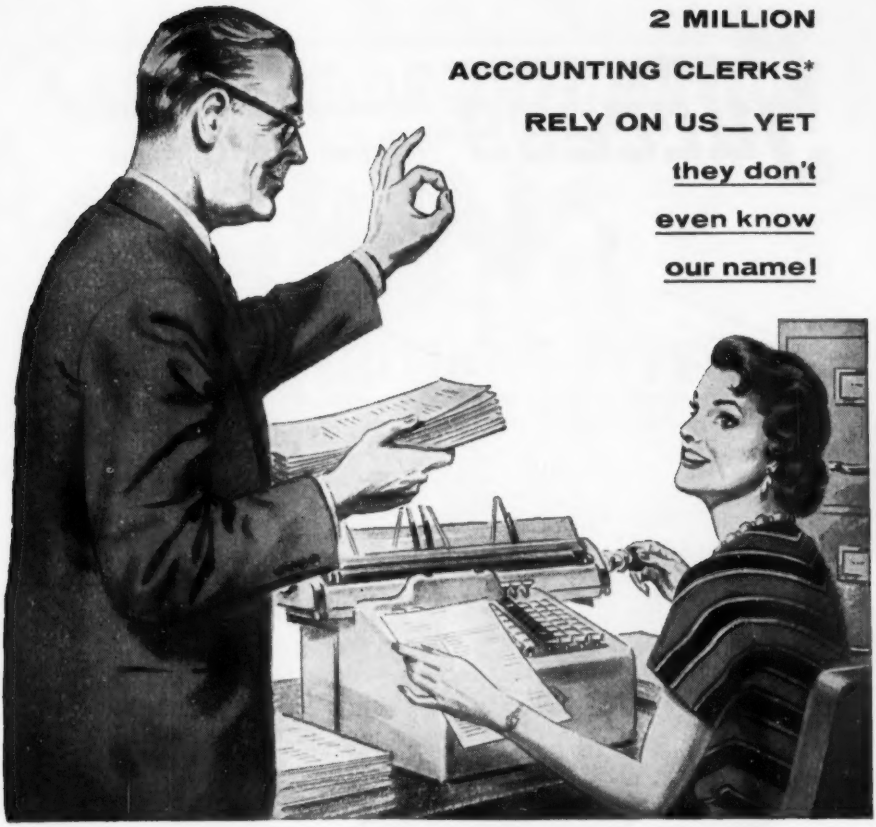

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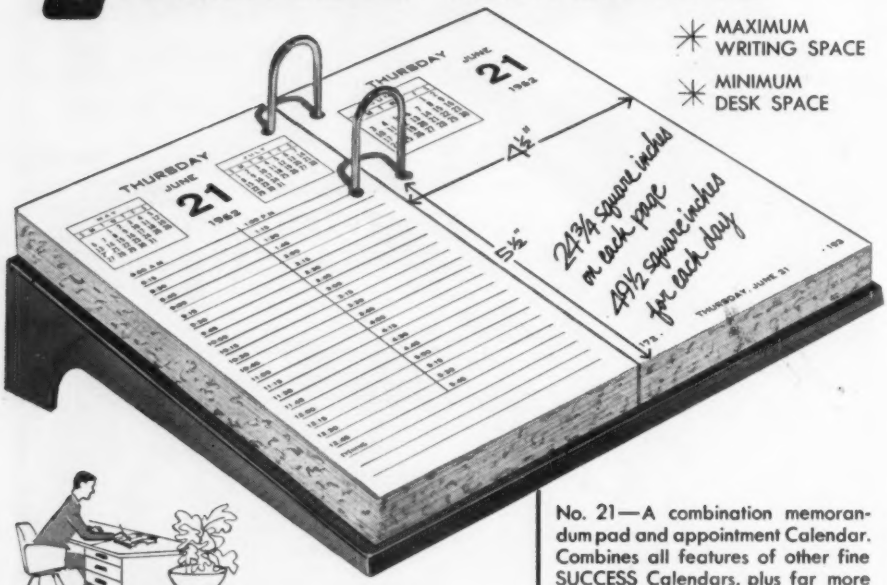

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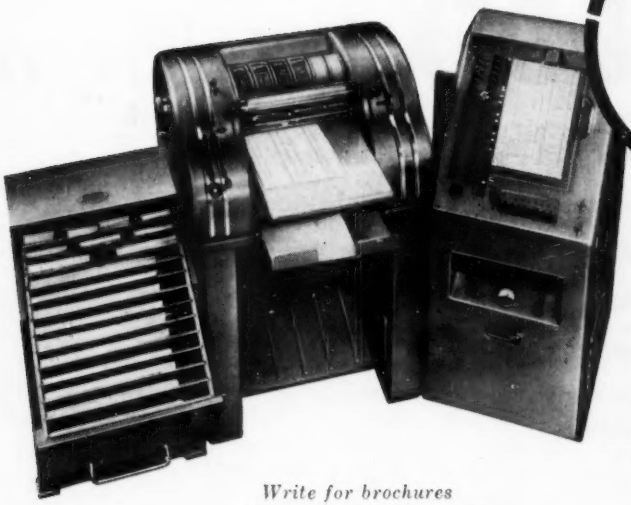

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An over-the-counter look into the medical records room at Union Carbide Corp.

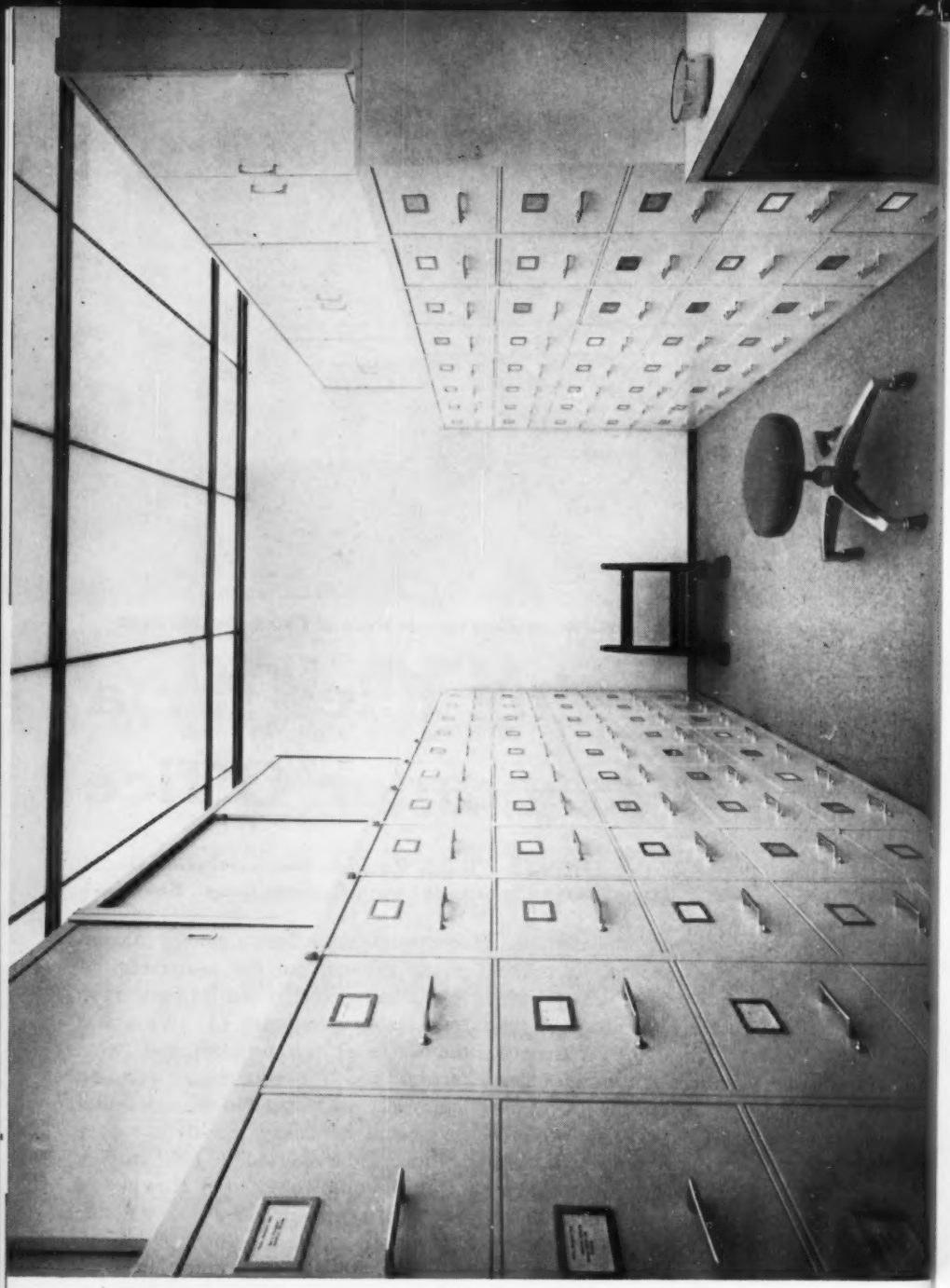
Planning Files for a Skyscraper Office

THOMAS WILDS, Records Administration Dept., Management Services, Union Carbide Corp., New York

IN 1958, our records administration department was asked to determine the files needed for a 50-story skyscraper. The building going up in the heart of New York at 270 Park Avenue would bring together 4000 home office personnel then scattered in 14 Manhattan locations. The building was to have an exterior of stainless steel and glass and an interior with movable walls and furnishings designed to blend function and decor. Our part in designing these furnishings gave us an opportunity such as records managers often seek but seldom find: a chance to completely revamp our file equipment.

The assignment called for answers to four major questions: (1) What was the scope of the problem and, what records and file equipment were on hand? (2) Since space in the new building would be costly, could floorspace for records be reduced? (3) What types of files should we use? (4) How would we get the files into the new building and our records into them?

We started with a complete inventory of all records and file equipment. We

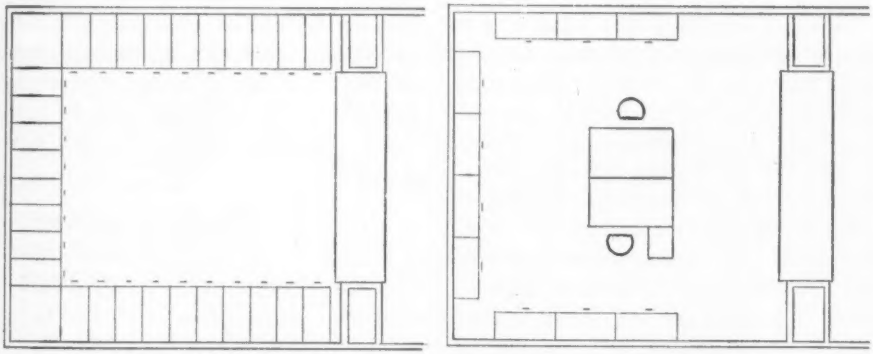


Typical central file room at Union Carbide Corp., New York

had to move fast because we wanted to judge the records at maximum expansion before year-end transfer to our records center in Vermont. Four of us began the inventory Dec. 3, 1958 and finished Jan. 7, 1959, just as the record transfer started. We visited every room on 70 floors in all 14 buildings. As we came to each room containing records, we did three things: (1) put numbered tags on all file equipment to identify both equipment and the records therein; (2) recorded physical characteristics of each piece of equipment; (3) described the records drawer by drawer and listed their custodians. Altogether, we inventoried 5170 files containing 18,360 drawers.

Our file equipment occupied 30,292 sq. ft. of floorspace, enough to fill three tower floors in the new building. We could save much of this space by cutting back our records, though we could not expect the spectacular reductions that are often made when a records management program is initiated. Union Carbide already had a records retention program, and most of the New York office's inactive records were in our Vermont records center. Another factor inhibiting any major records reduction was the complexity of our records. Our inventory revealed dozens of central file locations, the largest containing 4% of our records and the average containing 1%. Records not in central files were in small collections scattered in hundreds of places. A full 25% of the records could be classified only as the personal working files of administrative and technical personnel. Some 13% of our file drawers contained no records at all: 7% were entirely empty and 6% were occupied exclusively by non-record material. The 18,360 drawers contained 2500 records series in the custody of 950 persons who had to be approached through about 70 administrative subdivisions. It was like dealing with 70 small companies all at once.

During the first half of 1959 we met with representatives from each of the 70 administrative units, explained the overall problem and asked their cooperation in reducing records storage requirements. We showed them lists of



Union Carbide's medical records room was originally planned for drawer files (at left), but finally equipped with shelf files (at right) as in the photo on page 81.

FILE EQUIPMENT	UNITS	SQUARE FEET
5-drawer cabinets	1,231	7,386
4-drawer cabinets	2,408	14,448
3-drawer cabinets	240	1,440
2-drawer cabinets	444	2,664
1-drawer transfer cases	244	366
Shelf file units	41	246
All others (card, plan, rotary, visible and other files, and safes.)	562	3,742
TOTAL	5,170	30,292

Inventory of filing equipment on hand.

their records broken down by drawers, pointing out duplicate records, empty drawers and drawers containing non-record material. Then we made recommendations for weeding and for additional shipments to the records center. After the representatives and ourselves had reached an agreement, we prepared detailed lists showing just what record series to keep and the quantity and type of drawers or shelves they would require. Each group received a copy of its list six months to a year before we moved.

Most of the 70 groups were able to cooperate. Some had recently cut back their files and had to keep existing requirements. A few groups were expanding and had to increase their requirements. When we were through with all the meetings, we had been promised an overall reduction in records of 26%. To allow for contingencies, however, we counted on a reduction of 20%.

Having done all we could to save floorspace by cutting back records, we turned our attention to saving more space by increasing our file equipment capacity vertically. The inventory appears at the top of this page.

Obviously we could save space by increasing the proportionate numbers of higher capacity equipment—the five-drawer cabinets and shelf files. Ten five-drawer cabinets have 50 drawers, while equal numbers of four,-three-, and two-drawer cabinets occupying the same floorspace have 40, 30 and 20 drawers respectively. But common sense told us that if personnel would not use all five drawers because of added height or for any other reason, then ten five-drawer cabinets might hold less than 50 drawers of records. Fortunately, the drawer-by-drawer inventory contained sufficient data to construct efficiency indexes for each type of cabinet:

CABINET TYPE	DRAWERS CONTAINING RECORDS
5-drawer	87.1%
4-drawer	88.6%
3-drawer	87.5%
2-drawer	85.2%

These figures indicated that the actual usefulness of a file drawer was about the same no matter what size cabinet it was housed in. Left to their own devices, our personnel had kept empty, or put only nonrecord material, in about 13% of their file drawers regardless of the number of drawers in the cabinets.

There remained one objection to five-drawer cabinets. Their interior drawer heights are low, about 10″, whereas four-drawer interior heights are higher. However, we found only one case where the records were too large for five-drawer files. There were instances where guides and folders were too high, so we made shorter file guides and folders standard equipment in our stockroom and asked all personnel to change over before they moved. The problem of drawer interior height, incidentally, is even greater in six-drawer files. This, plus reluctance to introduce another cabinet style, led us to avoid them altogether.

Our decision to use more five-drawer cabinets was a major step in floorspace economy, but more economical was our use of shelf files. In our old buildings there were two installations of shelf files holding about 2% of our records and the new building was to have 25 installations holding 15% of our records. This was done by searching our inventory for records that met our standards for shelf filing, then convincing the people who did the filing that shelf files were better for them. We believed that objections to shelf filing were largely psychological, and no system would work without the cooperation of its users. So we refused to install any shelf files without wholehearted agreement of the people involved.

Our standards for records suitable for shelf filing require that they be highly active, large volume case files or records filed in simple numerical or alphabetical order. Many feel that shelf files should be used for inactive, rather than active, records. We feel that inactive records should not be kept in any file, but rather stored in a shelf-and-box records center. Highly active records are the very ones that make best use of the easier access that shelf files offer. Our requirement for a numerical or alphabetical filing arrange-

FILE EQUIPMENT	UNITS	SQUARE FEET
5-drawer cabinets	2,000	12,000
4-drawer cabinets	600	3,600
3-drawer cabinets	50	300
2-drawer cabinets	20	120
Shelf files	280	1,680
All others	250	1,500
TOTAL	3,200	19,200

Estimate of filing equipment required.

ment may have been unnecessary, for we later found that certain subject files work well on shelves.

By mid-1959 we knew the number of drawers required, how many would be converted to shelves, how many would go in five-drawer cabinets, etc., and we prepared an estimate of the file equipment needed, as shown at the bottom of page 85.

This estimate, which included a pool of unassigned stock, turned out to be very close to the equipment actually installed. Thus our records storage space was reduced more than a third, from 30,292 to 19,200 sq. ft., and the number of file units was cut from 5170 to 3200.

Our specifications for drawer files require they be available in letter, legal and x-ray widths with all standard drawers in these widths adjustable to three interior systems: compressor, sway dividers, and hanging folders. Every letter and legal drawer is interchangeable with two half-drawers for cards, and the half-drawers are either fitted with channels or empty box drawers with removable trays for cards in four sizes: 3x5, 4x6, 5x8 and tab. Cabinets have no locks, key locks or combination locks, as required.

We use two types of shelf files: closed and open. Closed shelf files are all-welded units 3 ft. wide with shelves in fixed positions. Each shelf has a retractable door which can be locked. Letter and legal units have six shelves, large document and magnetic tape storage files have five shelves, x-ray units have four shelves. One letter or legal closed shelf file holds the equivalent of eight file drawers, though the unit itself takes no more space than a single cabinet and can often be installed in tight spots where a cabinet won't fit.

Open shelf files are simply bolted steel frameworks with notched posts

Punched card filing cabinets in the central tabulating room.

Drawer style filing cabinets combined with matching supply cabinets and counter shelves.

from which letter or legal shelves hang. Posts are spaced 3 ft. apart and shelves are about that wide, seven shelves high, so one unit accommodates the equivalent of ten file drawers. We decided to use this equipment not only for files but for many of our small departmental libraries, and ordered all shelves with punched holes to make them interchangeable. This turned out to be helpful in seven areas where we put records and libraries in the same rooms, the same equipment being suitable for both.

We originally had 562 file units of various descriptions other than drawer and shelf files. Most of this equipment was eliminated or substituted with standard file cabinets, but some were too expensive or troublesome to replace so we moved them as they were, in all numbering about 150 units and including plan files, rotary files, visible files, safes, etc.

By late 1959 we were ready to specify each individual piece of file equipment. The information developed from our records inventory included the name of each record series, names of persons using and those having custody of the records, number of drawers (after the planned reduction), size of drawers (letter, legal, or x-ray), lock requirements, shelf file requirements and special requirements. Translating this data into actual file cabinets was a complicated job involving enormous detail, and one we were happy to turn over to the interior architects responsible for the functional layout of the building. They planned banks of files as close as possible to users and conforming to the numbers and types of drawers scheduled. When they finished, there were over 400 file banks on the floorplans. Translating drawers into cabinets was one contingency we hedged against by planning a 20% reduction in records storage capacity rather than the 26%

The closed shelf files at the rear of this office house customer records.

promised. Allotting drawers for a given bank seldom came out even and a few extra usually had to be included.

The next step was to list each file cabinet and shelf file in sufficient detail to order, receive and install it. The interior architect prepared a sheet with a single line for each cabinet. Columns were provided for every possible variation in vendor, height, width, locks, card and other special drawers, shelf files, etc. Line entries were made for each file unit showing its distinguishing features by marks under appropriate columns. The file units were identified by three-part numbers which indicated where they were to go. For example, 37-75-3 was the third cabinet in area 75 on the 37th floor. Copies of these sheets were sent to vendors with purchase orders and additional copies were used as receiving and installation checklists.

Thanks largely to the painstaking preparation of the sheets, the right files arrived in the right place at the right time. Vendors placed a tag with the three-part number on each file, making them easy to identify as they came off the trucks at the new building. Here they were checked off the receiving copy of the sheets and marshalled before freight elevators for distribution to each floor. At this point our movers took over. On each tag they affixed a pressure-sensitive label with two code colors indicating floor and major area. Then their men moved the cabinets to the floors and placed them as planned, ready for shimming and bolting.

By this time the building was largely completed and almost ready for occupancy. Desks, shelving and many other furnishings were arriving daily to be installed in place according to our plans. Meanwhile, the movers were surveying our old quarters preparatory to moving personnel and records.

Armed with floorplan layouts, rolls of pressure-sensitive labels and grease

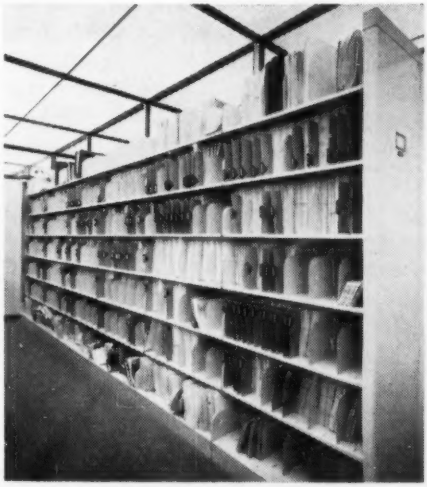
pencils, they went from room to room carefully identifying everything to be moved. To the front of each file drawer they attached a label showing exactly where its contents were to go in the new building. A typical label might have red and blue border and white field. In the white field might be written 75-3A. The red meant 37th floor, blue meant the west half of the floor, 75 meant a specific bank, 3 was the cabinet number, and A meant the top drawer. As they prepared and affixed labels, they prepared a list of everything to be moved, including all records. This list was needed to plan the number of cartons allocated to each department moving and the number of men and vans required.

A copy of the list was useful as a check on the records reduction program. We matched the quantities of drawers listed for moving against the capacity of each file bank. In the great majority of cases there was no problem, but there were instances where the movers found more drawers going to a bank than were planned. Usually this resulted from last minute personnel shifts, but sometimes it showed that people had not had time to complete the records reduction promised. Such cases were individually investigated and the records in question were either destroyed, shipped to the records center, or rerouted to other file banks with unassigned drawers.

Just before the move, the mover delivered cartons to the various departments and helped them pack their records. After records were packed in cartons, pressure-sensitive labels with the records' addresses were peeled off the drawer fronts and affixed to the cartons. When the move started, these labels led each carton directly to the drawer or shelf its contents were to occupy in the new building.

The usual cartons held the contents of a letter or legal file drawer, but larger cartons were provided for records in hanging folders which presented a special problem because there was no practical way to predetermine which new file drawers should be equipped with frames for them. Our solution was to move each drawer of records with this type of folder intact on the frames inside an extra-large carton, and later transfer the whole works into a new file drawer.

About half our employees moved in April, 1960 and the rest at scattered intervals throughout the year. Most moves were made over weekends, and employees were able to leave the old quarters Friday evening and report to



Open shelf file of inactive tariffs.

Customer records on open shelves.

their new offices Monday morning to find all their personal effects, supplies and records ready to be unpacked. Where employees took the time to come in on weekends to unpack, they literally started work at nine Monday morning as though nothing had happened.

Major causes of difficulty were normal personnel shifts and some departmental reorganizations that occurred after the records inventory but before the move. As we were informed of such changes, we adjusted our requirements accordingly. After the files were ordered in early 1960, it was too late to make adjustments except by substituting cabinets on the floor of the new building from the pool of unassigned units included in the total 3200.

After the move a host of petty problems arose, such as hanging folder frames which needed adjusting to new drawers, lost keys to cabinets, attempts to file material belonging elsewhere, and innumerable questions arising from unfamiliarity with the new equipment. We tried to forestall such questions by distributing a booklet describing and explaining the equipment, but it turned out that personal visits were the most effective means both for introducing equipment and solving various minor problems.

To insure that the reduction in records floorspace would be maintained, and assist our people in any problems connected with records, the records administration department used a follow-up program to review requests for new or different file equipment. Now, more than a year after the initial move, we are purchasing more than the initially planned figure of 3200. Present indications are that we will add about 100 file units a year, though at this rate it will take 20 years to reach the quantity we had in our old quarters. This increase is due to growth of certain departments and transfer of some records from outlying locations to New York. The increase tends to be offset, however, by continuing reviews of our records leading to reductions even beyond what was attained when we moved. Three departments have about 20% less records now than when they moved into the new building.

Before the move, we had 5170 files occupying 30,292 sq. ft. Now we have 3200 units occupying 19,200 sq. ft., saving 11,000 sq. ft. which is equivalent to a little more than one tower floor. Since this saving is in a modular building where walls are movable, all the space saved can be used.

A Production Control File That Knows All, Tells All

PATRICK J. GALVIN

IT USED TO TAKE as long as five hours to track down the various components in production and tell a telephoning customer when his order would be delivered. Now one man can move six inches and get the complete story in ten seconds. That's the result of changes in the production control system at Oak Mfg. Co., Crystal Lake, Ill., manufacturer of electronic components, with other plants in Chicago, Wisconsin and California.

Nearly everything is custom built. Production control lagged far behind growth. A few years ago, orders were coming in from salesmen on corners

At left: Typing production order on a preprinted spirit master

At right: Duplicating blank colored cards with order data on one side, sketch on reverse side.

Sorting cards for distribution to the departments designated.

of paper ripped from packages, or on envelope backs. William Bronkan, director of production control and planning and director of industrial engineering, reports: "I remember one order for 50,000 parts that came in on a scrap of canning paper. The production manager worked from such fragmentary information and had the job of coordinating manufacture of the many parts funneling to final assembly at the same time. Now we have some 300 jobs cycling every day, some for dozens of parts, some for thousands. It's

One card is a move and work order, accompanying the job through the plant.

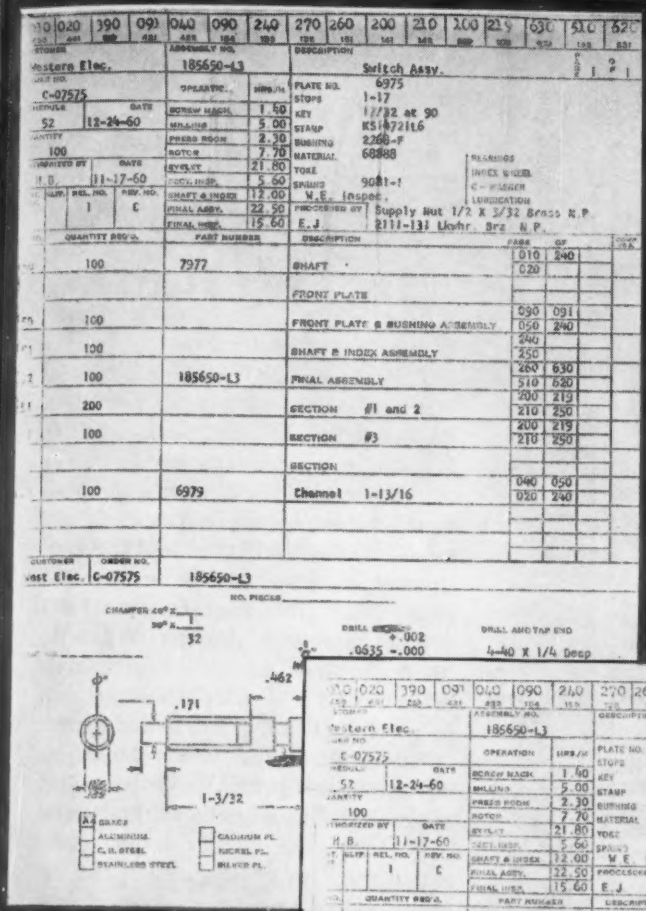
a problem to systematize, but we have it to the point where one man really knows what's going on and anyone else interested can look at the same file and comprehend the complete picture on any order."

Mr. Bronkan developed the system which now operates through Harry Beden, in charge of production control. It involves a schedule of loading all departments by Mr. Beden as orders come in; assigning priorities to all orders according to delivery dates with priority numbers corresponding to the 52 weeks of the year, and a card form which includes all production and order data on one side and a drawing of the product on the reverse.

Production orders are received daily from the office, but sales orders go through engineering where they are edited, typed and customer part numbers changed to Oak numbers. Customer drawings go to engineering where they are redone so they all go to production control the same size. When orders are received, Mr. Beden checks the loading of his departments, schedules the work and changes the delivery date if necessary, according to the workloads in his departments. He also screens orders for inspection requirements, credit and other details pertinent to delivery.

The girls in Mr. Beden's department then type a spirit master from the production order from engineering, as edited by Mr. Beden. The master, for use in reproducing the deck of cards which will control production of the order, has a row of numbers across the top which designate the departments in

(Continued on page 295)



010	020	390	091	040	090	240	270	260	200	210	100	215	630	510	620

CUSTOMER: Western Elec.
ASSEMBLY NO.: 185650-L3
DESCRIPTION: Switch Assy.
JOB NO.: C-07575
SCHEDULE: 52 — DATE: 12-24-60
QUANTITY: 100
AUTHORIZED BY: H.B. — DATE: 11-17-60
SHIP. | REL. NO. 1 | REV. NO. C

OPERATION	HRS/M
SCREW MACH.	1.40
MILLING	5.00
PRESS ROOM	2.30
ROTOR	7.70
EYELET	21.80
INSPT. INSP.	5.60
SHAFT & INDEX	12.00
FINAL ASSY.	22.50
FINAL INSP.	15.60

PLATE NO. 6975
STOPS 1-17
KEY 17/32 at 90
STAMP KS14721L6
BUSHING 2268-F
MATERIAL 68888
TOKE
SPRING 9081-1
W.E. Inspec.
PROCESSED BY: Supply Nut 1/2 X 3/32 Brass N.P.
E.J. 2111-131 Lkwhr. Brz N.P.
BEARINGS
INDEX WHEEL
C-WASHER
LUBRICATION

QUANTITY REQ'D.	PART NUMBER	DESCRIPTION	PAGE	OF
100	7977	SHAFT	010	240
			020	
		FRONT PLATE		
100		FRONT PLATE & BUSHING ASSEMBLY	090	091
			050	240
100		SHAFT & INDEX ASSEMBLY	240	
			250	
100	185650-L3	FINAL ASSEMBLY	260	630
			510	620
200		SECTION #1 and 2	200	219
			210	250
100		SECTION #3	200	219
			210	250
		SECTION		
100	6979	Channel 1-13/16	040	050
			020	240

CUSTOMER: West. Elec. — ORDER NO.: C-07575 — 185650-L3

NO. PIECES _____

CHAMFER 60° X 30° A

32

DRILL +.002 .0635 -.000

DRILL AND TAP END 4-40 X 1/4 Deep

.462

.171

1-3/32

.375

A2 BRASS	CADMIUM PL.
ALUMINUM	NICKEL PL.
C.R. STEEL	SILVER PL.
STAINLESS STEEL	

010	020	390	091	040	090	240

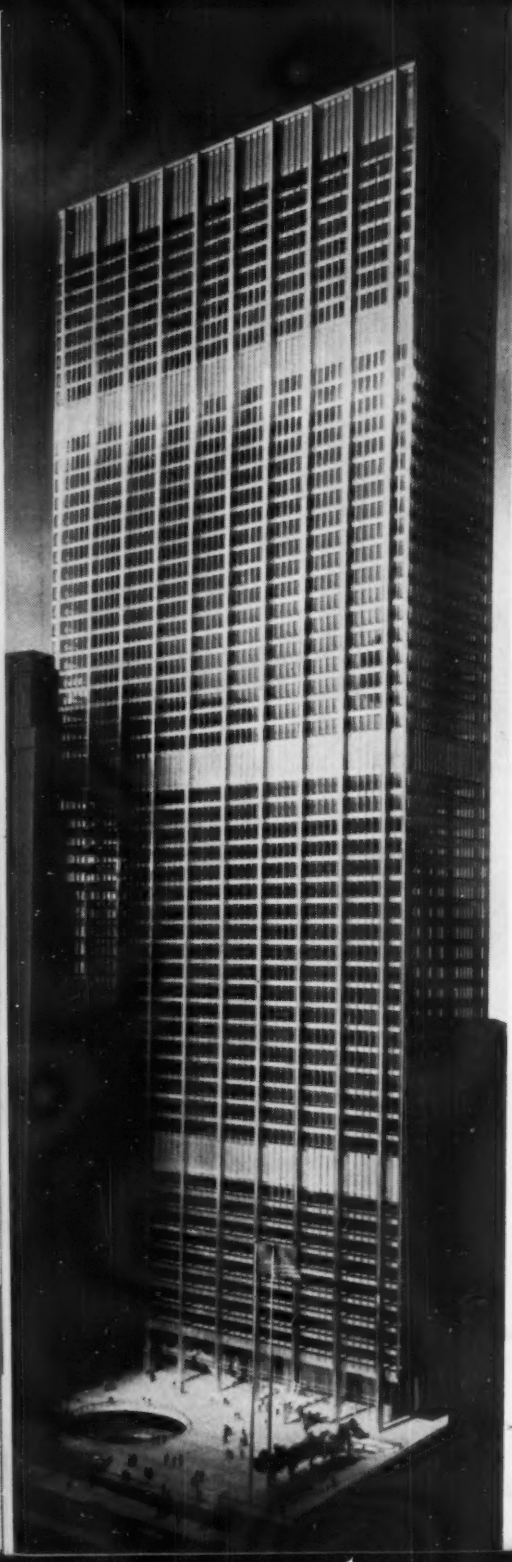
CUSTOMER: Western Elec.
ASSEMBLY NO.: 185650-L3
JOB NO.: C-07575
SCHEDULE: 52 — DATE: 12-24-60
QUANTITY: 100
AUTHORIZED BY: H.B. — DATE: 11-17-60
SHIP. | REL. NO. 1 | REV. NO. C

OPERATION	HRS/M
SCREW MACH.	1.40
MILLING	5.00
PRESS ROOM	2.30
ROTOR	7.70
EYELET	21.80
INSPT. INSP.	5.60
SHAFT & INDEX	12.00
FINAL ASSY.	22.50
FINAL INSP.	15.60

QUANTITY REQ'D.	PART NUMBER	DESCRIPTION	PAGE	OF
100	7977	SHAFT	010	240
			020	

CUSTOMER: West. Elec. — ORDER NO.: C-07575 — 185650-L3

The spirit duplicated production order, production control record card and one of three cards which serve as move order, production starter and completion record. All records are duplicated from the same preprinted spirit master. The engineering drawing appears on the reverse side of the cards.



The Chase Office Tower In Manhattan

ONLY SUPERLATIVES can describe the new Chase Manhattan Bank Building in New York, for it is a building of superlatives: It houses the largest banking operation ever assembled under one roof. It is the largest commercial office building constructed anywhere in more than 25 years, (total gross floor area is 2,250,000 sq. ft.). With a height of 813 ft., (64 floors above ground and five levels below), it is the tallest building built in more than 25 years, and the sixth tallest in the world. It has the largest air conditioning unit in any existing commercial building, the world's largest bank vault, the world's largest automated check processing center, and the most modern business communications system.

The office tower was recently occupied, but work on the total project, which will transform a total of 2½ acres of valuable downtown New York property into a beautifully landscaped plaza, at a total cost of $120 million, will not be completed until 1963.

Each floor of the tower is 106 ft. by

Model shows the new Chase Manhattan Bank Building as it will look in 1963 when the plaza has been completed. Towering 813 ft. above the street, it is the tallest building built anywhere in 25 years and the sixth tallest in the world.

The new building contains the world's largest automated check processing center in the fourth basement. When fully operative it will process more than a million checks a day.

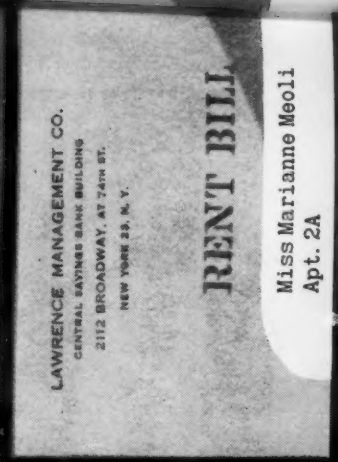
280 ft., offering a total of 29,680 sq. ft. per floor. The bank occupies the six underground levels, the lower 37 floors and the 60th floor. The 38th through the 59th floors are rented.

The vault is located on the fifth underground level, 90 ft. below the street. Built into the bedrock beneath the building, it is 350 ft. long, 100 ft. wide and weighs 985 tons. It is protected by walls of reinforced concrete 30″ thick and by six doors, each 20″ thick. Four of the doors weigh 45 tons, and two 35 tons, each containing several layers of protective materials. Built by Mosler Safe Co. from designs by Harry

A specially designed table, occupying an entire room, is used for trading corporate securities. Its 16-position, 180-line telephone keylight turret can be expanded to 240 lines.

3
DAYS

TEDIOUS BILLING CUT TO 90 BREEZY MINUTES!



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Company.....

Type of Business.....

Size of Mailing List.....

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For More Information Circle No. 441

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Put in a Challenge Paper Cutter. Save the time, expense and extra handling of having your work cut outside. Enjoy the convenience of your own cutter. Save on paper costs by running odd-size jobs from standard stock. Save duplicating time by running small jobs "several up." Choose from a complete line of Challenge power and hand-operated cutters in sizes from 19" through 30½". All can cut 2 inches or more of stock accurately in one stroke.

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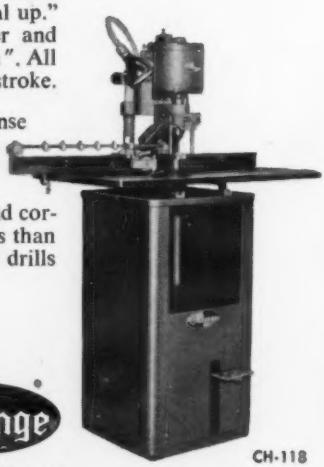

CH-118

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THE CHALLENGE MACHINERY CO.
Grand Haven, Michigan

Challenge

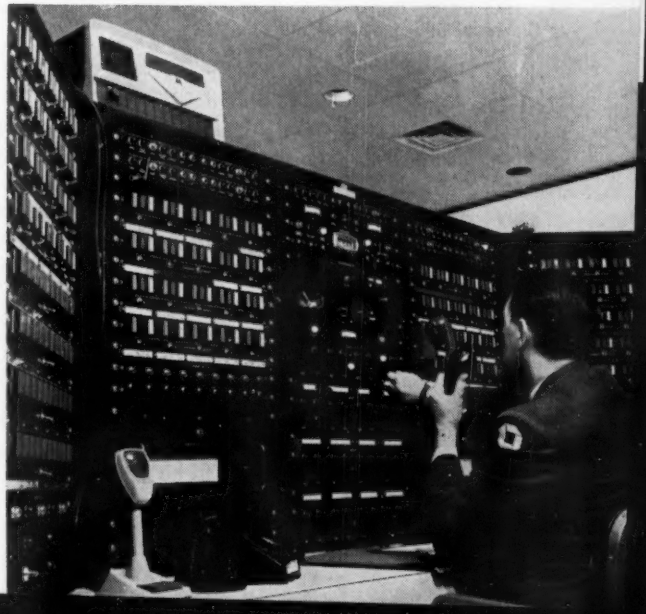
For More Information Circle No. 439

Mail riding a conveyor to the mail department in the second basement winds around this spiral to prevent baskets piling up. The bank's annual 26 million pieces of mail are handled by several dumbwaiters, mail chutes and pneumatic tubes in addition to the conveyor system.

Pape, assistant treasurer in the bank's real estate department, the doors protect valuables for the safe deposit, trust and bank sections into which the vault is divided.

One of the most advanced electronic data processing systems designed for a financial institution is located on the fourth underground level. There, a check processing center which will eventually process more than a million checks a day from the bank's 106 New York City offices is being put into operation gradually. Built around 11 RCA 501 and 301 computers, and 213 pieces of associated equipment, the center will be fully operative by 1963. Yearly machine rentals will total $2.21 million.

A security console located next to the guardroom on the main floor makes it possible to monitor all security devices and mechanical equipment in the building from one position. It was developed by American District Telegraph Co., which supplied the entire alarm system for the building, in cooperation with the bank's insurance



Security console on the ground floor connects the vault security system with signals, switches and circuits which control all the building's security systems. Housed in a bulletproof glass compartment, it is manned 24 hours a day.

and protection department. The console is housed in a bulletproof glass compartment and manned 24 hours a day. By maintaining a constant vigil over the red (alert), green (normal), and amber (mechanical trouble) signals, a guard can determine the general security of areas under surveillance.

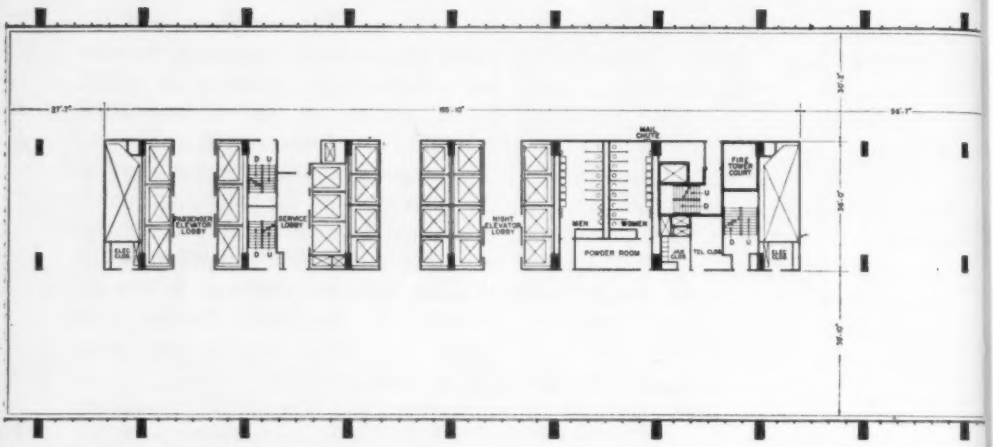
Camera surveillance (TV) circuits connect the console with certain areas where securities and cash are handled. Thus a guard can keep them under constant visual observation. A security alarm circuit gives the guard control over the bank's vaults.

This automatic alarm supervises opening and closing of the vault doors. When the vaults are under full night protection, the alarm will go off at the slightest infraction of any change in routine procedure.

Building service circuits and the emergency alarm system also supervise security areas on some staff floors and all service floors.

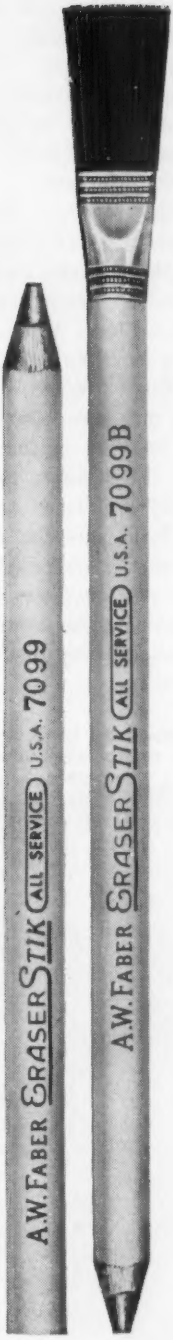
Private leased circuits link the console to the ADT Co. central station and Holmes Protective Co. central station. This enables personnel of the two companies to monitor the various protection systems and back up the bank's night guard force directly from their service stations.

Heating, ventilation and air conditioning for 1 Chase Manhattan Plaza, the building's official name, are provided by the largest air conditioning system ever installed in a commercial office building. The machinery for the system, with a capacity of 9100 tons, is located on six floors devoted entirely to mechanical equipment, and on the roof which is equivalent to four regular floors and also accommodates an incinerator which can consume 500 lbs. of waste an hour, an emergency gen-



This plan of an upper floor shows the huge service core necessary in a building as tall as the new Chase Manhattan's.

Got a magic Wand in your office?



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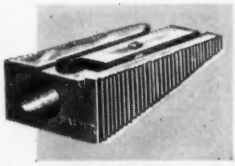
SAPHIR BRASS HAND SHARPENER # 4035
works like magic. Gives you the correct point on your ERASERSTIK—then stops sharpening. If you use one, you need the other. $1 at your Stationer.



A.W.Faber-Castell
Pencil Co., Inc., Newark 3, N. J.

For More Information Circle No. 404

erator which will start automatically in event of a power failure in the area, and a window washing device which can travel around the perimeter of the building and be lowered 813 ft. to the ground. It takes a month to wash all 8800 windows.

To transport the building's working population of 15,000 plus an expected 10,000 visitors each day, there are 46 elevators and 12 escalators. The concourse level will eventually provide access to three subway lines.

The bank has a Direct Inward Dialing telephone system, one of the largest of its kind in the world. Located on the 33rd floor, the DID system has 3500 extensions and can be expanded to 5000, half the capacity of a central telephone exchange. Calls to head office staff members may be made directly, bypassing the central switchboard, and outgoing long distance calls are dialed directly.

The 26 million pieces of mail received and sent each year are handled by a conveyor which serves all floors. All mail distributed in the building is placed in boxes and then put on conveyor. A dial is set and each box is automatically ejected at its destination.

Each floor has an attendant responsible for removing mail from conveyer trays, sorting, and distributing it. Their duties vary from floor to floor depending on volume and number of departments in each area. They are also responsible for pick-up and dispatch of outgoing mail, interoffice and regular. The conveyor's ability to handle rush or urgent items which do not contain currency or valuables eliminates many routine hand deliveries. Dumbwaiters are used to move credit files, cash letters and other material too bulky for the conveyer. Wire and transfer departments — as well as certain other areas which require speed in delivery

Typing and transcription section which serves the trust department on the 23rd floor is a typical clerical area.

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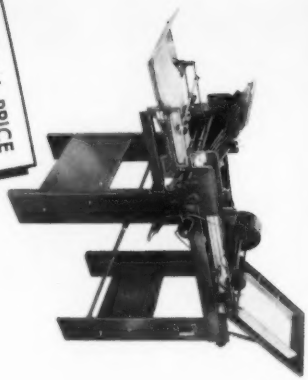
The New Automatic 17½ x 22½ PONY

Now Featuring the latest **BAUMFOLDER** Advancements



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☐ 14 x 20	☐ 22 x 28	☐ 36 x 48	☐ Please send information on the 17½ x 22½ Pony, being offered at the special price of $786.
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SHEET SIZE: Nominal—17½ x 22½; Maximum parallel 17½ x 26; Minimum—4 x 5. **PLATE FORMATION:** 2 fold plates, with options up to 8 plates to handle all impositions. Can be tailored to your specifications. **FEEDS AVAILABLE:** Friction; Suction Pile; Suction Continuous.

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Businesses that depend on folding machines for their very existence—printers, bookbinders and publishers—know that Baumfolder is the folding machine to depend on. Over 76% own Baumfolders in sizes ranging from 14 x 20 to 44 x 58. Don't takes less than the best. There is a Baumfolder for your folding needs. With a reliable Baumfolder—the machine that sets the folding machine standards for industry—you can have faster and more versatile folding.

EASY TERMS AVAILABLE **Only 10% down or your old folding machine as a liberal down payment—balance payable in up to 40 monthly installments.**

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GLOBE-WERNICKE®

THE GLOBE-WERNICKE CO.
NORWOOD, CINCINNATI 12, OHIO

For More Information Circle No. 405

This view of an office and reception area shows the clean lines and modern furnishings. Painting at right is part of a $500,000 art collection which decorates the building.

and have a large work volume — are serviced by pneumatic tubes.

When the second phase of the building project is completed in 1963, the space currently occupied by the banking office will become an 800-seat auditorium. A cafeteria to serve 10,000 meals a day will be opened on the first underground level. A vehicle ramp to enable trucks to enter the building, avoiding further congestion on the crowded surrounding streets, will also be in full operation.

As a symbol for the building which would be more representative of the era than a cornerstone or a time capsule, the bank installed an atomic clock. Powered by a tiny pinch of cesium-137 salt buried in the building foundation, the clock, a statistical rather than a temporal timepiece, indicates the amount of time which has passed since ground was broken.

The building contains one of the largest art collections assembled by a commercial organization. Works ranging from primitive Americana to abstract expressionism decorate private offices and reception areas. The works come from all periods and all parts of the world.

The building has been in the works since the early 1950's when management began considering ways of dealing with the space requirements of an ever-increasing head office staff. After the merger of Chase National and the Bank of the Manhattan Co. in 1955, the problem was compounded. The head office staff of the resulting Chase Manhattan Bank numbered 8700 distributed through nine buildings.

Architects Skidmore, Owings & Merrill could design the 60-story tower building without setbacks because of the inclusion of the 2½-acre plaza area. It is estimated the cost will total approximately $120 million.

The first departments moved in last Jan. 15. The moving operation continued over weekends and at night until May 1. In addition to equipment and records, the move included shifting $32 billion in securities held by the trust department from six vaults in three buildings to the new vault.

NSOEA Convention and Exhibit to Open in Chicago, September 23

NEW FRONTIERS of the office products industry will be the theme of this year's annual Convention & Exhibit of the National Stationery & Office Equipment Assn., Sept. 23-26 at the Conrad Hilton Hotel, Chicago. More than 415 exhibitors will show new lines. Exhibits will be open Saturday, Sept. 23, from 12:30 to 8 p. m., Sunday, Sept. 24, from Noon to 8 p. m., Monday, Sept. 25, from 2 to 8 p. m. and Tuesday, Sept. 26, from Noon to 5 P. M. NSOEA has shortened this year's meeting to four days instead of the traditional five. Time will be saved by running management and training sessions as concurrent "Idea Exchange Fairs" in five sessions:

Building Successful Sales Compensation and Incentive Programs: prepared by Harbridge House, Business Consultants, Boston, a discussion of representative patterns of sales compensation plans; consideration of compensation in relation to quotas, contests and other incentives; compensation and incentive programs from the management point of view. New research material will serve as the basis for this discussion.

Transportation Cost Control: four cost control problems, on the dealer level—freight claims for loss and damage; good transportation service: correct routing; lowest rates and ratings.

Dealer Advertising and Sales Promotion: presents the results of a survey on what dealers are doing in direct mail, newspaper, radio and special promotions. A panel of dealers will report on actual promotions to a specific class of customers, on specific products, and events, and seasonal promotions. A direct mail specialist will give a special presentation, and newspaper advertising will be handled by an expert.

How to make Design Pay Off in Furniture Sales: Why have a design service? How can it be set up? How can a dealer use a manufacturer's design service? Should you hire a designer or use a part-time designer? What is a designer's role? How do you train a salesman in design, and to work with a design? How can the dealer and designer work with the architect? On the panel to answer questions will be large and small dealers, manufacturers, a dealer designer, a salesman, an architect and a dealer's promotion manager.

Helping Your Husband Succeed in Business: a session for the ladies, led by Dr. Harold Gray, director, Michigan State University Center. Dr. Gray is planning a thought-provoking ses-

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New finger-tip lever instantly "automates" action in the *pre-mixed* developer cartridge . . . automatically fills tray . . . automatically drains developer back into cartridge when your copy is made. Developer keeps fresher, cleaner, lasts up to 4 times longer.

More "do" per dollar:
Everything expensive but the price. Compare it with all others . . . you'll buy X-200!

Small "Desk-companion":
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sion for business wives to stimulate their interest in their husbands' work.

Two other idea exchange fair sessions are planned for the convention, scheduled for other times on the program:

Selling the Automated Market: a

NSOEA Convention Program

EXHIBITS OPEN: Sat., 12:30 to 8 p.m.; Sun., Noon to 8 p.m.; Mon., 2 to 8 p.m.; Tues., Noon to 5 p.m.

SATURDAY MORNING, SEPTEMBER 23

CHET HUNTLEY, *NBC news commentator.*

A FIVE-YEAR PLAN FOR NSOEA: J. HOWARD PATRICK, *NSOEA President.*

HOW TO PSYCHOANALYZE YOUR BUSINESS: EDWARD O. KALLMANN, *Executive Secretary, Stationers & Publishers Board of Trade, New York.*

PRESENTATION OF NSOEA ADVERTISING AND STORE MODERNIZATION AWARDS.

SATURDAY AFTERNOON, SEPTEMBER 23

SELLING THE AUTOMATION MARKET, PRODUCT SEMINAR: CHARLES W. GILBERT, *chairman.*

MONDAY MORNING, SEPTEMBER 25

CONCURRENT "IDEA EXCHANGE FAIRS": BUILDING SUCCESSFUL SALES COMPENSATION AND INCENTIVE PROGRAMS; TRANSPORTATION COST CONTROL WORKSHOP; HOW TO MAKE DESIGN PAY OFF IN FURNITURE SALES; DEALER ADVERTISING AND PROMOTION; HOW TO HELP YOUR HUSBAND SUCCEED IN BUSINESS.

HON. LUTHER H. HODGES, *Secretary of Commerce.*

MONDAY AFTERNOON, SEPTEMBER 25

HOW TO USE AUTOMATION IN YOUR OWN BUSINESS, APPLICATION SEMINAR: *IBM Chicago Headquarters.*

TUESDAY MORNING, SEPTEMBER 26

DIVISIONAL MEETINGS: DEALERS, MANUFACTURERS, FIELD. BUSINESS MEETING.

TUESDAY EVENING, SEPTEMBER 26

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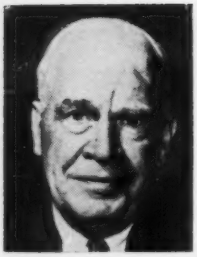

Luther H. Hodges
Secretary
of Commerce

Chet Huntley
NBC News
Correspondent

J. Howard Patrick
NSOEA
President

Edward O.
Kallmann
Stationers &
Publishers Board
of Trade

continuation of discussions at district meetings with new information on basic introduction to punch card accounting, products used in the tab room, the buying influence members, and experiences of dealers, by a panel of dealers experienced in selling this market.

How To Use Automation in Your Own Business: Basic record keeping and minimum volume that a dealer must have to seriously consider applying automation to his own business.

Among the speakers for the general sessions will be Hon. Luther H. Hodges, Secretary of Commerce, who will address the luncheon Monday; Chet Huntley, NBC news correspondent, who will speak at the Saturday breakfast meeting; Edward O. Kallmann, executive vice president, Stationers & Publishers Broad of Trade, New York, who will speak at a self-analysis session, Saturday, on "Financial Management—A Self-Analysis"; J. Howard Patrick, NSOEA president, who will offer "A Five-Year Plan for NSOEA," keynoting the opening session of the convention.

The president's reception will be held Friday at 6:30 p. m. Presentation of NSOEA advertising and store modernization awards will be made by Robert A. Spelman, executive director, Wood Office Furniture Institute, Saturday noon. A "Gay Nineties" costume party will be held Saturday at 8:30 p. m. A nondenominational service will be conducted Sunday at 10 a. m. by Rev. James C. McLeod, dean of students, Northwestern University. A ladies' tea and reception will be held at 3 p. m., Sunday, and a ladies' luncheon will be held in the Polynesian Room of the Edgewater Beach Hotel, Monday at 1 p. m. Speaker will be Gayle Hastings, English designer. Tuesday will see the annual business meeting and election of officers at 11:15 a. m. and the annual banquet and dance at 7 p. m.

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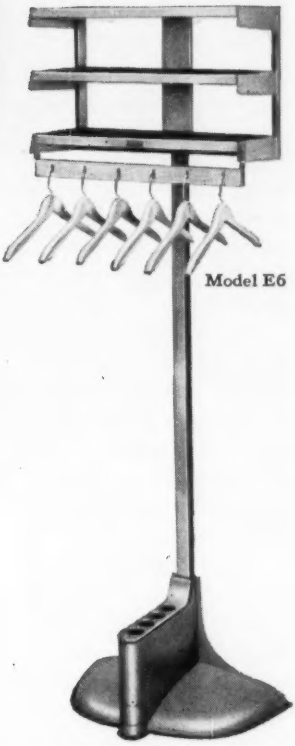

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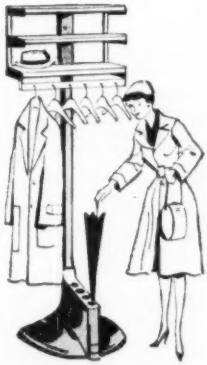

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For More Information Circle No. 399

How the Playscript Procedure Was Developed

LESLIE H. MATTHIES, Director,
Foundation for Adminstrative Research, Tulsa, Okla.

ARNOLD KELSO was one of those people who said just about what he thought, and he was good enough at his job to get away with it. An executive like Kelso can really disturb you, and he certainly disturbed us that morning.

We were in his office, discussing a new statement of policy. He listened awhile, not saying anything. When we paused, he tossed a procedure across his desk toward us and said, "I'm for the policy . . . if you write it so a man can understand it, and not like this thing."

Then he let us have it: "You systems people waste my time when you write procedures, or policies, like that. Nobody can understand them." He slapped his hand down on the desk to emphasize what he was saying. We turned the procedure around so that we could read it. Fortunately, it was not one that *we* had written . . . but it had come from *our* department. One of the first paragraphs said:

> "Overhead applied" on the analysis of labor roll summary by expenditure classification (S and A form 985) on charges for the applied 17% of direct labor (regular time) is the column caption where the charge is to be reported, and a corresponding credit should be reported in the column captioned "overhead applied" opposite expenditure account 804 and allotment number (furnished by the management office) on the S and A form 985 submitted for the major annual maintenance appropriation of the activity which is performing the work.

I had to agree with Kelso. That passage didn't communicate much. It was a waste of his time, and mine, to even read it.

As administrators we write too much. We write letters, memos, procedures, bulletins, reports, and we state policies. Writing is a big part of our daily work. But a second big chunk of our day goes to *reading* these writings . . . At least we *try* to read them. We play a dual role. We are *writers* and *readers*. All this expenditure of time and energy adds up to "communication."

Is the effort worth while? Is our writing doing the job of communicating? Much of it is *not* because we have forgotten that writing is only half the total job of communication. The other half is reading and understanding.

One of the important channels for communicating is the procedure. Here we have not done a really effective job

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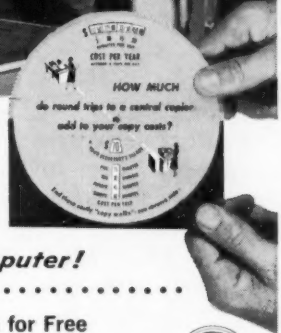

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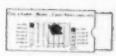

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For More Information Circle No. 226

of communication. In some organizations attempts are being made to improve procedures. One man decided that all procedures must be brief . . . extremely brief. His rule is: *never more than one page*. Another man felt that all procedures must be written in words of one syllable. Still another gave up entirely writing procedures and told his people to issue flowcharts.

All these are attempts to overcome the generally acknowledged low communication factor of the average procedure. Many are trying to overcome it by finding one simple, mechanical solution. Some believe the comic book approach is the right one. They use pictures to tell people how to work together. Another systems manager hired a professional writer who revised all the procedures written by the systems men. But this method required a lot of time for coordination between analyst and writer, and soon this idea was abandoned.

None of these attempts resulted in consistently clear procedures. If you find a clear procedure, it is usually based on the special ability of a single writer . . . one fellow who can write clearly. Usually you'll find that the other procedures coming out of the same department are not well written. When we depend on a man's individual style, we haven't a chance of getting consistently clear procedures.

Mechanical attempts at procedure improvement don't seem to work. The man who was after brevity missed the mark. Some of his procedures were so brief, they told nothing. One of the longest I ever saw was a 41-page inspection procedure. It spelled out, step-by-step, what a man was to do to check out a complicated electronic instrument. That relatively long procedure was so clearly written that I felt that I, without training in electronics, could follow the steps and check out the gear. In no case have we found that flowcharts, pictures, brevity or writer-analyst combinations are the satisfying, long-run answer.

What is really *in* a procedure? Our probing of samples revealed the following different things:

1. Procedure steps.
2. Declarations of policy.
3. Definitions of the words used in the procedure.
4. How to fill out a form.
5. Purpose of the procedure.
6. Scope of the procedure.
7. Departments involved in the procedure.
8. The organization's philosophy.
9. "Lecturettes" by the writer.
10. General objectives of the work under discussion.
11. Patriotism or company flag-waving.
12. Pet phrases of the analyst.

"Is all that stuff needed in a procedure? What good does it do?" What should a procedure do? *Proceed!* Tell people how to proceed. We can think of only three things that really need be in a procedure: (1) Who? (2) Does what? (3) When, in the processing steps sequence?

Let's take a minute to consider what we mean by a procedural cycle. This concept implies channels of action . . . channels through which information flows. Because this information reaches certain processing points, work is done. Channels of work communication are a

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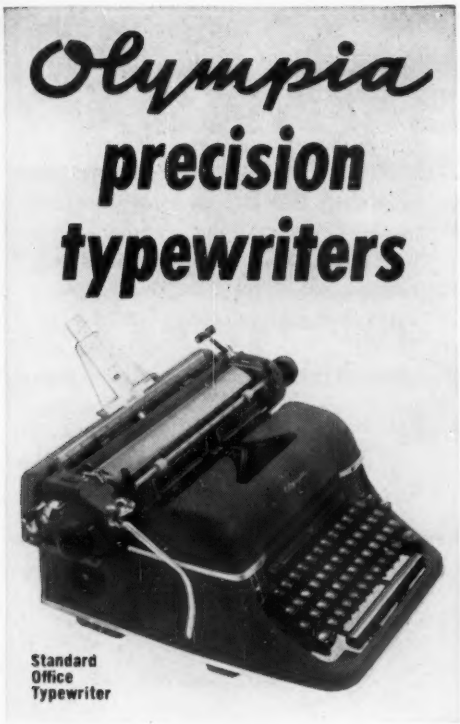
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For More Information Circle No. 423

SUBJECT: Facilities Engineering, Determination of Requirements.
The referenced procedure places the responsibility upon the requesting department to completely justify the necessity for additional equipment and/or facilities. In order to assist the requesting departments, a form, "Facilities Request," No. 347, has been made available to all departments and if this form is completely filled out, it will not only comply with Standard Practice Instruction #74, but will greatly facilitate the review and, in case of need, the acquisition of the required items.

At the present time many requests are coming to Facilities Engineering by memo, verbally, and on other forms that are either incomplete or inaccurate. A careful use of Form 347 will react to the benefit of both the requester and to the Company. As a further aid if the requester will send two copies of Form 347 to Facilities Engineering, one copy will be returned to him with the assigned Job Number and preliminary action indicated, which will give the requester quickly a status of his request and also will serve as a ready reference file.

The procedure as it originally appeared (see page 123).

vast network covering the organization. It is impossible to systematize all of them at once. Take one channel at a time and try to clean it up before going on to the next one.

These channels are logical procedural cycles. Each cycle has a logical beginning, a number of essential processing steps and a logical end. At the point one cycle ends, another may begin.

For example, the purchasing cycle usually starts with somebody requesting you to buy something. The item may be needed for the stockroom, or to fill a customer's order. Action starts with the first form: the requisition. From it will come a purchase order. When the goods we have ordered come in, the purchasing cycle is complete. This logical cycle ends with the issuing of the receiving report.

The receiving report will flow action information into a number of other systems cycles. One would be the channel of accounts payable. Since the goods have been received, the vendor must be paid. This paying cycle will end with the voucher check being sent to the vendor.

Each procedure must start at the beginning of the logical cycle and move through, step-by-step, in the required processing until the logical end of the cycle. A procedure may require one page, two pages or 20 pages of writing. It depends on the cycle and the steps you include. Length isn't the criteria for judging a procedure. It must be long enough to cover the cycle.

One other fault of procedures is that they are written as though people didn't exist in the organization. It is people who make a procedure, or system or any administrative function, go! Put them back in the procedure. Give them responsibility, either as individuals if

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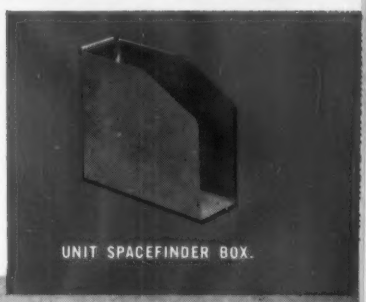

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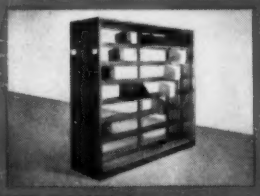

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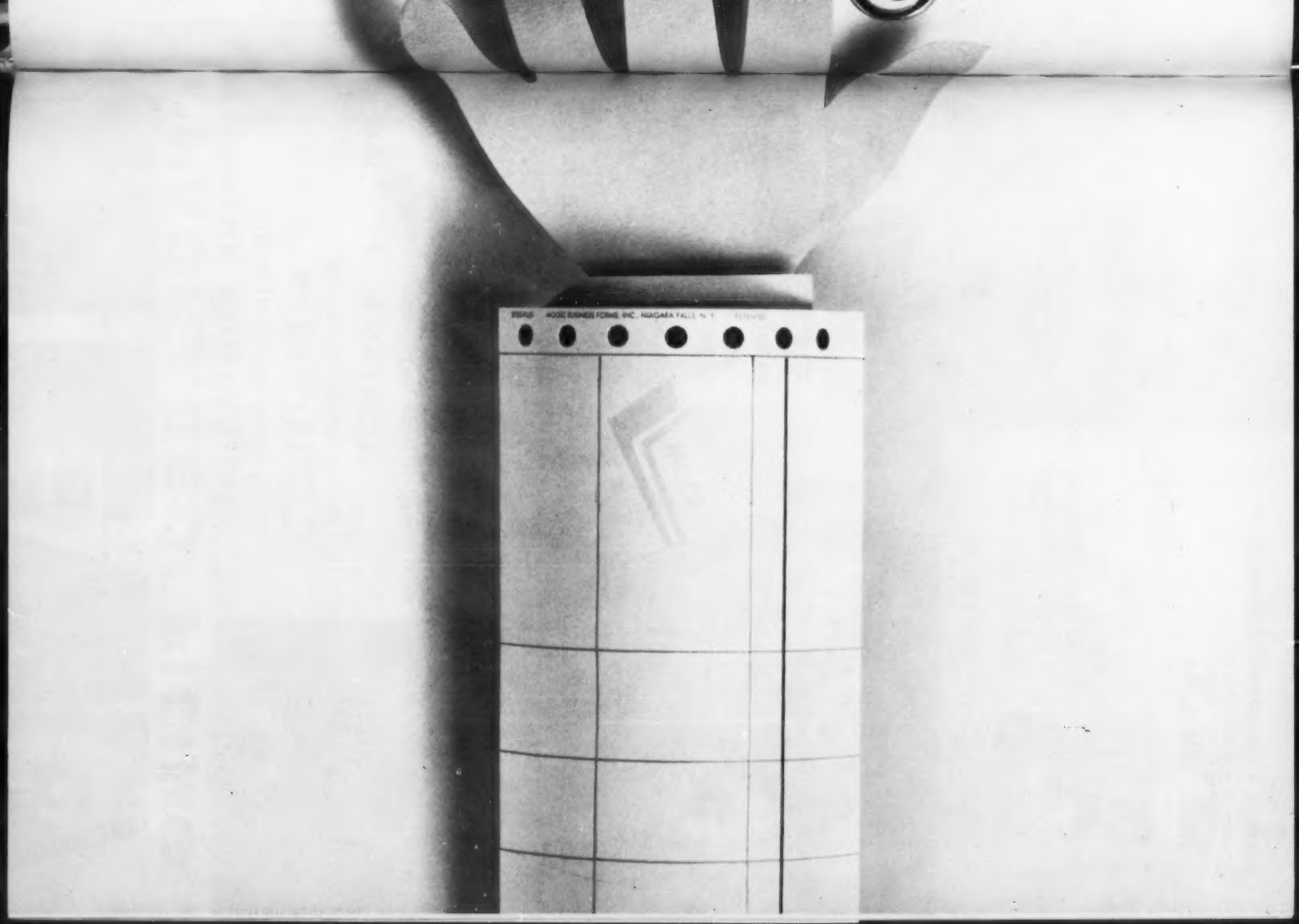
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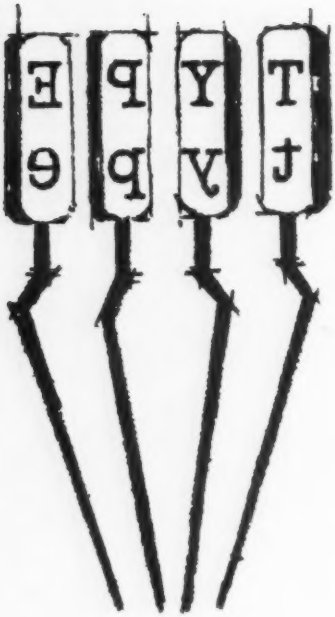

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For More Information Circle No. 440

SUBJECT: Request For New Facilities

RESPONSIBILITY	ACTION
Requester	1. Completes Form 347, "Facilities Request," in three copies.
	2. Sends two copies to Facilities Engineering.
Facilties Engineering	3. Assigns job number to both copies of the request, indicates when preliminary action will be taken.
	4. Returns one copy of Form 347 to Requester.
Requester	5. In case of any inquiry, refers to job number of request.
Facilities Engineering	6. Reviews all requests.
	7. Determines relative merits of needs of the various departments. Allocates facilities' funds in accordance with such needs.

Playscript version of the procedure on page 118.

individuals play a part in the procedure, or as man-groups if whole sections or departments are involved.

From this type of thinking we developed the "playscript procedure." We borrowed the idea of actors and spoken lines from the playwright. Our actors are the people in our organization. In the playscript format, the actor is indicated at the left and his lines appear opposite his name or title at the right. This gives us a short line, and short lines are more readable than long ones.

After the actor is named, we tell *what his work is.* We start each "line" with an action word . . . a present tense verb. If the man's job is to prepare a form, we say just that: *prepare.*

We developed a list of action-words that helped us: 16 verbs that we found most often in the procedure samples we studied. Some were just verb ideas, so we translated these into present tense, then reduced them to their simpliest English form. Here are the most used verbs:

1. Prepares.
2. Forwards.
3. Posts.
4. Uses.
5. Records.
6. Shows.
7. Obtains.
8. Sends.
9. Issues.
10. Provides.
11. Decides.
12. Places.
13. Receives.
14. Requests.
15. Checks.
16. Assigns.

Each of these words is easy to understand. Use them instead of *facilitates, utilizes, proficiencies, optimums, modifications,* and *re-imbursements* and your reader will understand you.

Slam out your copy in the same old way, full of long words, tortured phrases and long sentences. Get your typist to bat it out and return the draft, double-spaced, to you. Now you have your *ideas* on paper.

Apply a blue pencil to that draft. As

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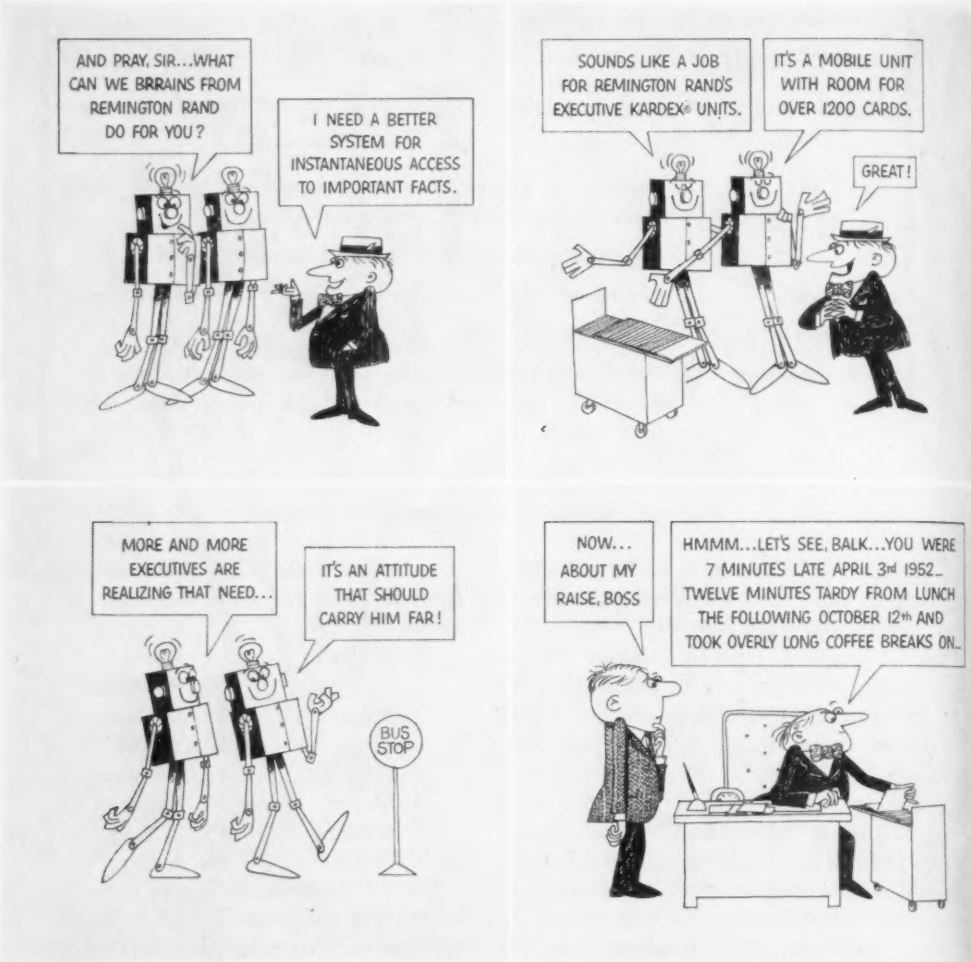

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For More Information Circle No. 420

you do so, apply two or three basic rules of communicative writing.

Find the *subject*. Who is it? What does he do? (Things don't do anything by themselves. *Someone* must do them.)

Select a beginning in your draft. Who starts this action? Put it at the beginning of your cycle of action.

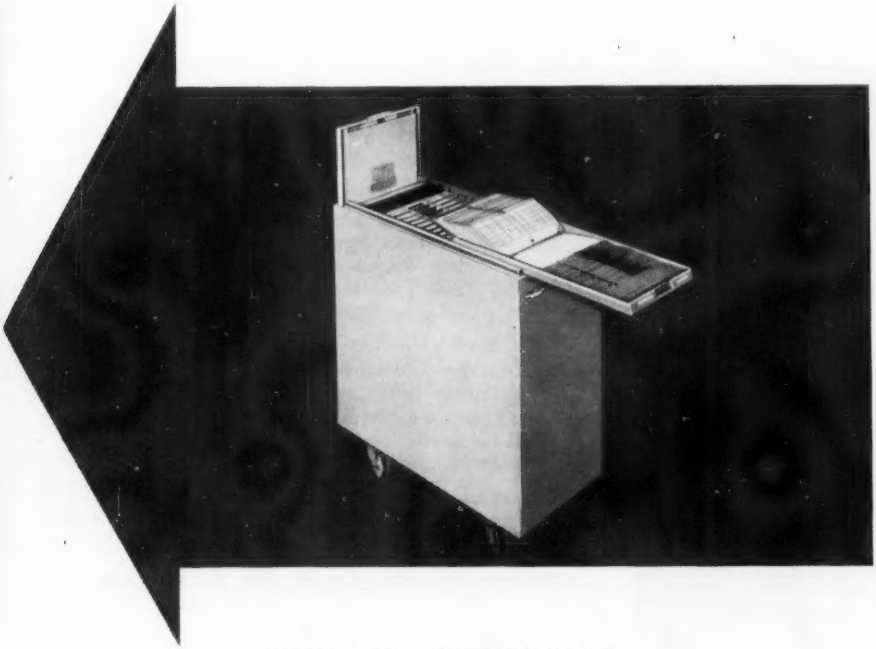
Next, find your verb or the "verb idea." Then chuck the gobbledegook words and select a simple verb.

Butcher your draft unmercifully. Substitute words, delete whole paragraphs, move sentences. This may take hours at first, but keep at it. Soon you can do it in minutes. Then put the whole thing together and give your typist another go at it. Sometimes you may have to re-draft and butcher two or three times but, when you do, you are slowly breaking a noncommunicative writing habit.

The re-draft route is the only way to take the cure. We hope it will help you as it has helped us . . . and other administrative writers. Remember: *We don't write just to be writing. We write to communicate.*

As to grammar rules, they were originally meant to *help* us write clearly. Grammar can soon become a fetish of its own . . . an exercise in rule-observing for the mere sake of rule-observing. As a fetish, it has no useful end purpose. We write, in business, not just to be correct, but to get *results!*

(If Mr. Matthies' ideas of written communications interest you, we suggest you read his book, *The Playscript Procedure*, available from Office Publications, Inc., 232 Madison Ave., New York 16, $5.95.—Ed.)



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For More Information Circle No. 218

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CLIFFORD L. STIVERS, Founder, Stivers Office Service, Chicago

WHEN YOU go into business for yourself, you will be the top man. No superior will tell you what to do. You wish to play golf this afternoon, who says you can't? Probably there may be reasons why you can't—you probably won't have time—but *you* will decide. Even though you cannot do many things you like to do, there is satisfaction in knowing *you* will make the decision—you will be the top man!

There is security. You can't be fired. True, you will fire yourself if you do not succeed. However, barring failure, and you do not plan to fail, you can't lose your job.

There is freedom to try your ideas of merchandising, selling, advertising, etc. This is not often possible when you work for someone else. Many of your ideas will work, many will not and you will drop them. Who can criticize? After a few costly mistakes you may not be so eager to try your own ideas. Nevertheless, there is satisfaction in this freedom.

There is pride of ownership and this is really important. This business is *yours*. Then there is that very satisfying pride of accomplishment. The business you develop is the result of your effort, your daring, your ingenuity, your merchandising, selling and advertising ideas; your management, your organizing skill and your leadership. This is perhaps the most ego-satisfying. It is tremendous, well worth the gamble, long hours and worry that goes with it.

Finally, and perhaps most important, there is the financial reward. If you succeed, you will probably make more money than you could ever have made working for someone else. It is more fun to worry about the big cut you have to give Uncle Sam than it is to worry about how you are going to get your children through college. It is nice to know that you are a respected businessman, providing adequately for your family, and can take trips and do things you could not have afforded even as a relatively successful executive with a large corporation. So, owning a successful business of your own has many real advantages.

Along with the advantages, there are some disadvantages that are very real. First, many important decisions have to be made—decisions that may spell success or failure, and *you* will have to make them. You are the top man—there is no one higher to counsel you. Second, not all employees are loyal. Not all of them are truthful. Some re-

PROFIT AND LOSS STATEMENT

NOTE: MAKE ENTRIES IN SPACES MARKED [ ] DATE _____ 19__

MADE IN U.S.A.

Sales				[ ]		
Less Sales Allowances and returns	(subtract)			[ ]		
NET SALES				[ ]		100%
Inventory of Merchandise at beginning			[ ]			
Merchandise purchases (Cost delivered)	(add)		[ ]			
Inventory of Merchandise at closing		[ ]				
Less stock depreciation	(subtract)	[ ]				
NET COST OF GOODS SOLD	(subtract)			[ ]		%
GROSS PROFIT FROM TRADING				[ ]		%
BUYING EXPENSE—Salaries and wages of Buying Force		[ ]				
Miscellaneous Buying Expense	(add)	[ ]				
TOTAL BUYING EXPENSE			[ ]		%	
SELLING EXPENSE—Salaries and wages of Sales Force		[ ]				
Advertising		[ ]				
Miscellaneous Selling Expense	(add)	[ ]				
TOTAL SELLING EXPENSE			[ ]		%	
DELIVERY EXPENSE—Salaries and wages of Delivery Force		[ ]				
Miscellaneous Delivery Expense	(add)	[ ]				
TOTAL DELIVERY EXPENSE			[ ]		%	
GENERAL EXPENSE—Management and office salaries		[ ]				
Office supplies and expense		[ ]				
Insurance on stock and store equipment		[ ]				
Taxes on stock and store equipment		[ ]				
Losses from bad debts		[ ]				
Miscellaneous General Expenses		[ ]				
Rent	(add)	[ ]				
TOTAL GENERAL EXPENSE	(add)		[ ]	[ ]	%	%
NET PROFIT FROM TRADING	(subtract)			[ ]		%
OTHER INCOME—Interest		[ ]				
Cash Discounts on Merchandise Purchases		[ ]				
Rent Income (Net)		[ ]				
Miscellaneous Outside Income	(add)	[ ]		[ ]		
TOTAL NET PROFIT	(subtract)			[ ]		

Courtesy Wilson Jones Co.

Inadequate records have caused many business failures although there are stock forms, for every business purpose, which allow any literate person to keep proper records.

sist ideas, fail to produce, leave you at very crucial times after you have, you think, treated them well. You have to work through your supervisors, but you can't always get through. Employees may fail to follow instructions. Sometimes they commit errors of omission and commission for which they should be released but you're so close to going under you just can't release them.

Then you have competitors who cut prices, under-bid you, submit bids on which you know they can make no money. They are not always truthful. They may stoop rather low to get business. They may hire some of your much needed employees after you have

fast • clean • compact • inexpensive...

The perfect office and in-plant platemaker for plastic and pre-sensitized plates. Simply insert the negative and plate in the vacuum frame, flip it over (see above) to face the carbon arc lamp in the base, and expose. Makes sharper plates, faster, thanks to the intense point light source. Six sizes up to 43 x 52. Send for Bulletin A500-O.

Sit in complete comfort . . . work with complete efficiency, thanks to Jet Line "contour" design featuring:

- ***Front operated gear mechanism to raise and lower table top quickly and easily.***
- ***Adjustable, chromed straight edges on all sides: Etched calibrations in 32nds.***
- ***New non-glare glass absorbs room lights.***
- ***Locking utility drawer — two storage shelves.***
- ***Drop-away panel for easy access to lights.***

Four sizes up to 42 x 62. Send for Bulletin A250-O.

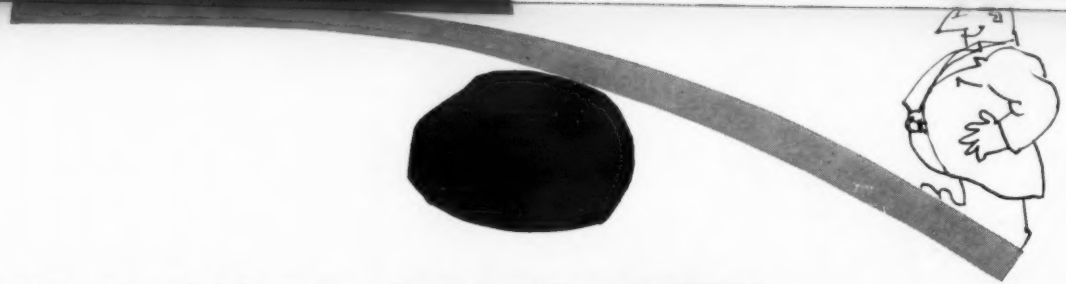
another BUILT-RIGHT PRICED-RIGHT product

nuArc® COMPANY, INC.

General Office and Factory:
4110 West Grand Ave., Chicago 51, Ill. U.S.A.

Sales and Service:
New York • Los Angeles

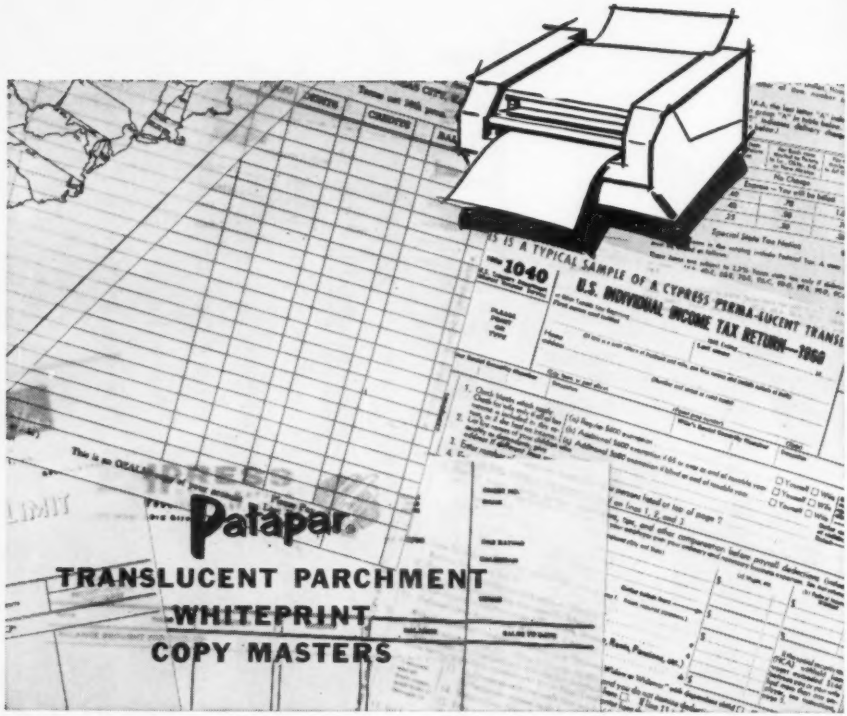
For More Information Circle No. 406



BOOST SCHOOL SALES WITH FACIT'S 3RD ANNUAL TYPING CONTEST

Coming up: The 3rd Annual Facit Accuracy Contest In Typing! • This year, bigger than ever, it's going to line up, coast to coast, more than 200,000 prospects for typewriter sales—contacted by more than 7,000 willing "salesmen." What's more, over and above your immediate sales picture, you'll be helping your community's business education teachers do a better job, helping their students learn more . . . faster . . . a public service that will net you—as a key participant—sales potential and good will for years to come. • Write for complete details! See how you can boost your sales of both Standard and Portable Facit typewriters. Don't miss this angle-packed, bigger-than-ever 3rd Annual Facit Accuracy Contest In Typing! • FACIT, INC., 404 Park Ave. South, New York 16, N.Y. Or 895 Stanton Road, Burlingame, California.

For More Information Circle No. 388



make MULTIPLE COPIES *faster . . . economically*

Do away with re-writing. Get clean, accurate copies every time, using Patapar originals and any diazo type whiteprint copying machine.

Patapar Whiteprint Copy Masters are convenient to use and result in clear, accurate, low cost copies because Patapar Translucent Parchment is made expressly for whiteprint copying machines.

Patapar is exceptionally translucent to ultra-violet light and transmits it faster for high printing speeds and high volume copying. You get copies with crisp, sharp lines or typing and additional data can be added to the master at any time.

Patapar Translucent Parchment is *the* master sheet to use for whiteprint copying machines. A request on your letterhead will bring you samples of Patapar Whiteprint Copy Masters.

PATERSON PARCHMENT PAPER COMPANY

Bristol, Pennsylvania

NEW YORK, N. Y. CHICAGO, ILL. SUNNYVALE, CALIF.

For More Information Circle No. 216

spent months training them.

The hours are long. If you think you worked hard as an employee, wait until you have your own business! Thirty-five hours a week — that's a dream. Forty hours a week—that applies only to those who work for you. Fifty hours a week—quite a regular thing. Sixty hours a week—not at all unusual. Football games on Saturday, or golf over the weekend? No, the weekend is when you do the bookwork you couldn't get done during the week.

It is often long hours under pressure. Delivery of the order *must* be made. The buyer is only interested in getting the goods on schedule. He did not ask you to go into business; that was your decision. Now you have to deliver his order on time.

The disadvantages themselves are not too bad—you can live through them. But, when they are coupled with lack of sufficient capital, they can be catastrophic.

The biggest headache is the financial worry. Naturally, you had this all figured out before you took the plunge and it seemed you had enough capital to carry you through. You might have to sacrifice some things but, after all, the reward would more than compensate for the sacrifice.

However, things do not work out just the way you planned and you become short of cash. You can stall some of your creditors for a while, but it is not a pleasant experience. One expense that has to be met on time is the payroll. To be late, even a day, will seriously affect employee morale.

Perhaps you should close the business, take your loss and get out. This is not as easy to do as you might think. You have to give your customers sufficient notice so they can arrange to get their needs elsewhere. If you do not, they may not pay you what they owe. When you tell them you are discontinuing your business, your employees will hear about it and leave. So, while you agree to make certain future deliveries, you will not have enough employees to make that possible.

Besides, it seems that things are just about to break. Your volume is increasing and, if you can just hold out a little longer, you will have made it. Once you reach the break-even point you will be all right. So, you may decide to borrow on your insurance policies.

Now you are all set. You reach the volume you thought would make it possible to break even, but somehow or other, you are not breaking even. Before long you may be back at the desperation point again. It isn't any easier now than before to close the business. You not only have lost all your savings, but you are in debt. Why did you ever let yourself get into this mess?

Borrow on your home? The bank is not too eager to make the loan this time and cautions you about throwing good money after bad. But they do make the loan and you're still in business.

Although volume has increased, many of your production problems have been worked out, and you are correcting many earlier mistakes you made, you still are not making money consistently. You have a good month, then two bad months. Or, after a few en-

CAUSES OF BUSINESS FAILURES IN THE U.S. IN 1959

Cause	All Business	Manufacturing	Wholesale Trade	Retail Trade	Construction	Commercial Services
	Percentage of Total Failures					
Inexperience, Incompetence	91.4	92.8	90.0	91.1	91.9	91.2
Inadequate Sales	50.3	57.2	49.7	50.8	39.6	52.4
Competitive Weakness	24.8	17.2	22.4	26.4	30.7	24.1
Receivables Difficulties	9.1	12.5	16.1	5.5	14.9	5.1
Inventory Difficulties	6.5	4.7	8.9	9.0	1.7	2.0
Excessive Fixed Assets	5.3	9.0	1.6	4.1	3.9	10.7
Heavy Operating Expenses	4.7	5.6	4.8	3.3	8.3	4.8
Poor Location	2.7	0.4	0.9	4.5	0.5	2.5
Other Inexperience	4.6	4.7	4.8	3.9	7.7	2.8
Neglect	3.2	2.7	3.4	3.6	2.8	2.8
Fraud	1.7	1.2	4.4	1.5	1.6	1.3
Disaster	1.3	1.3	1.7	1.4	0.5	1.1
Reason Unknown	2.4	2.0	0.5	2.4	3.2	3.6

Source: Dun & Bradstreet, Inc.

couraging months of small profit, a business slump comes along and back you are at the same old spot.

In desperation you divulge your plight to some relatives and get them to put in some money. For their contribution they are given a generous interest in the business. By this time you are at the end of your rope. You either make it or close the business.

This may sound exaggerated, but it isn't. Some new business ventures are successful almost from the beginning, others after some worry and effort, but not nearly as trying as I have depicted. Not a few, however, go through the wringing process.

Studies by the Small Business Administration show that 1000 new businesses are started every day; 900 change hands each day; 930 are discontinued. This indicates only 70, out of every 1000 businesses started, are successful. The number of starts increases when the economic picture is good, and the percentage of failures is lowest then. When overall business is poor, starts decrease and the percentage of failures increases.

Half the firms newly established, or acquired by purchase, are sold or liquidated within two years. One out of three lives to the age of four; one out of five breathes for ten years. The longer a business stays in business, the better its chance for survival. But no magic number of years, if reached, guarantees continued success.

Dun & Bradstreet analyzed over one million business failures and found that 90% were due to inadequate experience and ability. Specifically, the reasons for failure were:

1. 12% failed because owner did not have enough experience in the particular line of business.

High-priced girl

shouldn't waste time on a tedious, repetitive job such as hand folding ...when the little, low cost FH Folding Machine will fold as fast as you can feed it...save time for people in several departments.

The FH is light, portable, easy to use. It's set without tools—by merely moving two knobs to fold sizes wanted. Convenient for daily letters or occasional mailings.

Makes eight basic folds. Folds stapled or folded sheets. Handles all standard paper stocks, in sizes as small as 3 by 3 inches, as large as 8½ by 14 inches at speeds up to 80 a minute. Can be attached to PB Model 3300 Inserting Machine to fold and insert at the same time. And it costs less than a standard typewriter.

Get a demonstration in your office, without obligation. Call the nearest Pitney-Bowes office. Or send coupon for free illustrated booklet.

FREE: *Handy desk or wall chart of latest postal rates, with parcel post map and zone finder.*

Pitney-Bowes
FOLDERS & INSERTERS

Made by originator of the postage meter ...149 offices in U.S. and Canada

PITNEY-BOWES, INC.
3417 Walnut Street, Stamford, Conn.

Send free ☐ *booklet on PB Folding and Inserting Machines* ☐ *postal rate chart.*

*Name*_____

*Address*_____

For More Information Circle No. 302

2. 17% failed because of lack of managerial experience.

3. 19% failed because the owner lacked well-rounded experience. He may have been good at merchandising and advertising, but lacked experience in manufacturing and production.

4. 44% failed because of incompetence.

While it was not listed as a factor causing failure, certainly undercapitalization is definitely a contributing cause. In addition, there are others over which you will have little control. Examples of these are: relocation of highways, sudden changes in style, replacement of existing products with new ones, local labor conditions. While these factors may cause some businesses to fail, they may present opportunities for success to others. Ingenuity in taking advantage of changing consumer desires and technological improvements will be rewarded.

If you consider starting or buying a business, ask yourself: Do you have the money? The experience? The time? The talent? The ambition? The courage? And, are you the type? The Small Business Administration includes in its pamphlet, *Starting and Managing a Small Business of Your Own,* a Rating Scale for Evaluating Personal Traits Important to the Proprietor of a Business. It suggests you rate yourself and have others rate you. If your ratings indicate that you:

1. Have initiative, are highly ingenious, resourceful, alert to opportunities.
2. Have a positive and friendly interest in others, are pleasant and polite.
3. Inspire confidence and loyalty.
4. Seek, or accept, responsibility.
5. Are capable of perceiving and arranging fundamentals in logical sequence, and an able organizer.
6. Are industrious and capable of working hard for long hours under pressure.
7. Can make quick and accurate decisions.
8. Are courageous and a square-shooter.
9. Are highly steadfast in purpose and not discouraged by obstacles.
10. Are highly energetic at all times.

Then you have the physical and temperamental qualities needed for success in operating a business of your own.

You might go into a business of your own, or buy a business if your father, mother or other relative, or a friend is willing to help you. If one of these persons is operating, or has recently successfully operated, the type of business you wish to enter, and if he or she is willing to give you advice and close direction, and if someone else is willing to finance you, you probably should try it.

If you have had considerable experience in a particular line of business—work you enjoy doing—and if you have the money or can get it—you might seriously consider a business of your own.

If you have not had much experience and have no money, but do have a strong urge to own your own business, and you wish to bend every effort in that direction, there is just one thing to do: get a job in that particular field. Learn all you can about the business and all its activities—buying, production, accounting, merchandising, advertising. Get the required experience be-

For More Information Circle No. 484→

Good news
for girls with
office copy blues...

NEW

all-white

PHOTEK

Thermocopy Paper

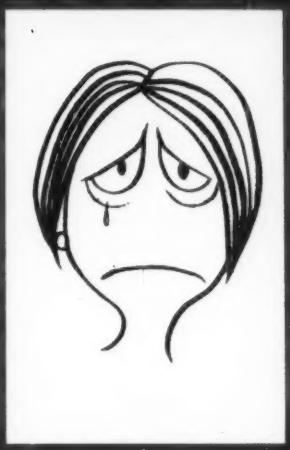
is not a pressure-sensitive imitation

. . . brings a bright, new, permanent

look to office copies!

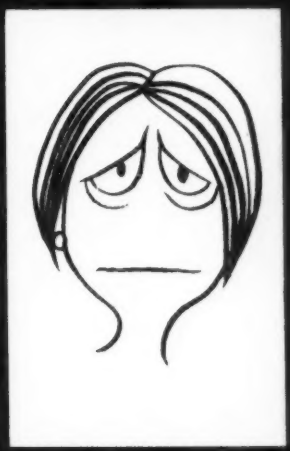
LOOKS SHARP!

No more fuzzy, out-of-focus office copies that strain eyes, fray tempers. New, all-white Photek Thermocopy Paper produces clean, crisp, needle-sharp copies every time. Every letter in every word stands out in bold, sharp relief against its white surface. Reading is easy, instantaneous; copies neat and complete from start to finish. And you may order Photek Thermocopy Paper in **both** standard and translucent paper to satisfy more office copying and systems requirements.



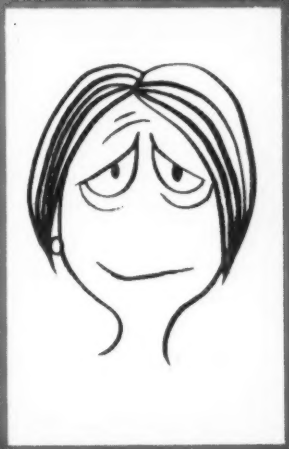
STAYS WHITE!

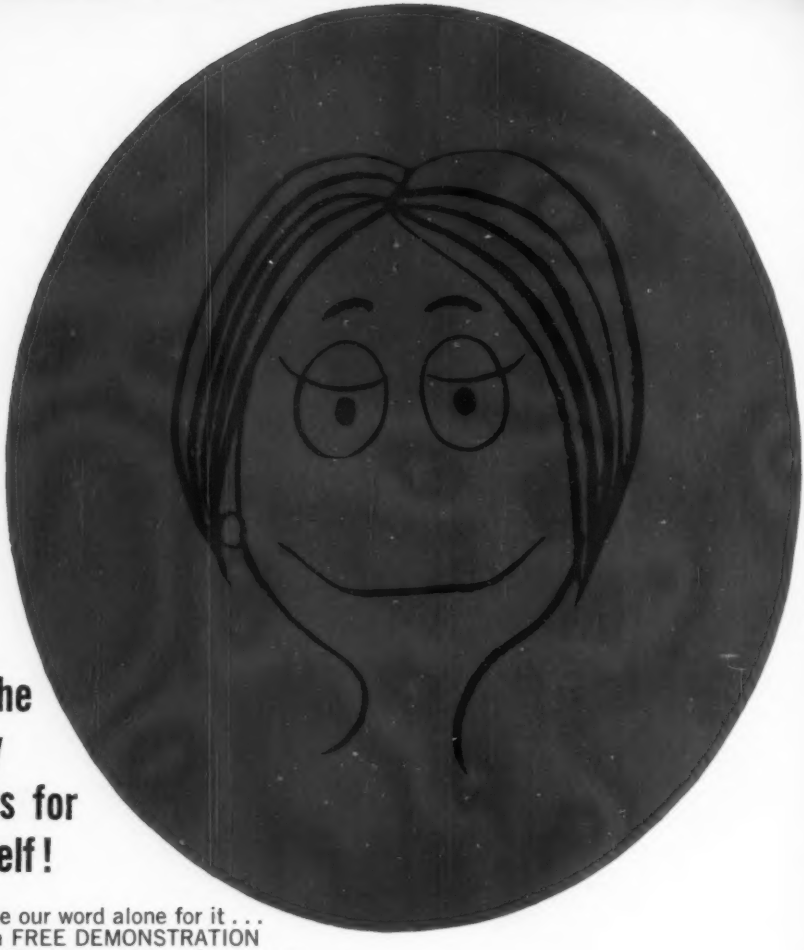
Because it is **not a pressure-sensitive imitation**, Photek Thermocopy Paper will **not** lose its clean, white look due to surface scratches or marring. It will not fade, yellow, turn blue or darken. Its clean, flawless surface **stays** white, resists the effects of light, heat and time. You can file Photek copies indefinitely, knowing for sure they'll look like new the day you need them. Also, because of its greater sensitivity, Photek Thermocopy Paper eliminates waste due to repeated machine adjustments. It makes perfect copies over a **wide range** of machine dial settings.



FILES FLAT!

Ask the gal who has struggled with office copies that curl and furl — and you'll know why secretaries prefer Photek Thermocopy Paper. Here is office copying paper strong enough to come through the roughest "routing" in great shape. It folds neatly, files flat, handles easily. Here's another exclusive benefit: Photek Translucent Thermocopy Paper produces copy on **either** side . . . gives you an extra operator convenience plus a new way to eliminate waste. It also serves as an economical diazo master for unlimited runs.





See the happy results for yourself!

Don't take our word alone for it . . . arrange a FREE DEMONSTRATION of Photek Thermocopy Paper in your own office soon. Mail the coupon now!

PHOTEK, INC.

P.O. Box 1553, Providence 1, R. I.

☐ Please contact us to arrange a free demonstration without obligation.

☐ Please furnish us with more information about Photek Thermocopy Paper.

☐ We're also interested in photocopy paper and equipment. Please provide us with complete details on Photek photocopy products.

NAME.....

COMPANY.....

ADDRESS.....

CITY..... STATE.....

If it's worth repeating, repeat it with PHOTEK

PHOTEK

Thermocopy Paper
Photocopy Paper
Photocopy Equipment and Supplies

A extron COMPANY

fore you venture on your own.

Get acquainted with suppliers. They can give you good advice before and after you enter the business, and may know of companies you can buy. Visit a banker while you are working. You may never borrow but, if you do, your banker will more likely lend you money if he knows you. Join trade associations and make acquaintances that will be helpful to you after you start your business. Join the local Chamber of Commerce. It can help you in many ways.

Consult the Small Business Administration. It offers a wealth of literature which you will find helpful. Get all the facts and know-how you can. The more you know about managing a business, the better will be your chance of success.

Save all the money you can during your experience period. You probably will not be able to save enough to start a business, or buy one outright without borrowing, but the more you have, the better will be your chances of borrowing. Lending agencies prefer that you have at least half the needed capital.

Although hundreds of thousands of businesses fail each year, other hundreds of thousands are always ready to try it. This urge probably stems from our love of freedom and independence, and our wish to be the master of our destiny. Let us hope our leaders in Washington remember that there can be no national purpose better than the development of the individual.—*from a paper presented to the Society for Advancement of Management at Indiana University.*

OFFICE ODEON

Silent movie stars Macy Harland, George Backus and, at rear, Douglas Fairbanks Sr.

←For More Information Circle No. 484

Rose

Makers of world-famous patented STA-CLEAN® metallic protective-coated master units
U.S. Pat. 2,671,734

Rose Ribbon Continues to Grow. Now in the planning stage is a program to expand the facilities and capacity of the Rose Ribbon & Carbon plant in Harrison, N.J. This expansion is important because:

- It will mark a sizable increase in Rose's over-all production facilities
- It will make possible even better service on your orders of Rose products
- Perhaps most important, the expansion symbolizes the research, growth and achievement of the Rose company.

If you would like specific information about any Rose products or facilities, please write me.

Adolph Rose

Adolph Rose, President

ROSE RIBBON & CARBON
MFG. CO., INC.
Harrison, New Jersey, U.S.A.
A subsidiary of Bemis Bro. Bag Co.

Specializing in Master Units
Spirit & Hectograph Carbon Papers

For More Information Circle No. 249

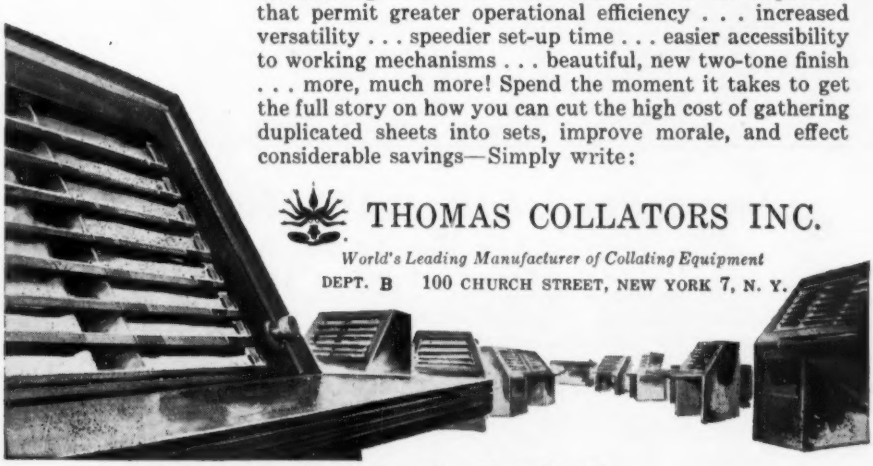
10 New Floor Models for '61

For 1961, Thomas Collators announce engineering and design advancements for their new line of 8, 10, 16, 20 and 32-sheet floor models that help surpass their own outstanding record of achievement. New developments that permit greater operational efficiency . . . increased versatility . . . speedier set-up time . . . easier accessibility to working mechanisms . . . beautiful, new two-tone finish . . . more, much more! Spend the moment it takes to get the full story on how you can cut the high cost of gathering duplicated sheets into sets, improve morale, and effect considerable savings—Simply write:

THOMAS COLLATORS INC.

World's Leading Manufacturer of Collating Equipment

DEPT. B 100 CHURCH STREET, NEW YORK 7, N. Y.



For More Information Circle No. 435

RECORD-A-MATIC

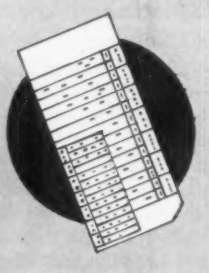
ATTENDANCE RECORDER

Produces a single card document in punched and printed form for each employee, for a seven-day week, containing all data necessary to ascertain lapsed time, overtime, In-Out, etc. for payroll operation.

This output card is compatible to all Data Processing systems.

The RECORD-A-MATIC can be placed at many strategic locations and does not require off-line operations to sort the information into readable form.

No installation required—just plugs into standard outlet.



IT PUNCHES AND PRINTS SINGLE CARD!

American **DATA MACHINES INC.**

Data Systems Equipment

7 Commercial Street • Hicksville, L. I., N. Y.

MANUFACTURERS OF:

Attendance Recorders
Data Collection Systems
Digital Clocks
Digitized Plastic Plate Readers
Keybank Assemblies
Mek-A-Punch
Military Systems
Sequential Punched Card Readers and Scanners

For More Information Circle No. 379

AUTOMATIC SYSTEMS

EXT	NAME	LOCATION	DEPT
3860	RIORDAN	DaNa 961 BLDG	709
5468	RIORDAN	FaNa 224 BLDG	228
4868	RITMAN	Je 701 5157	467
2434	RITTENHOUSE	MaLa 979 BLDG	203
1008	RITTENHOUSE	Le 703 2163	540
4364M	RITZ	RaLa 009 BLDG	491
4498	RIZZO	RaFa 701 5324	457
5419M	RIZZO	SaJa 009 BLDG	263
1315	ROARK	CaSa 959 BLDG	468
3258	ROBELEN	RaJa 703 2184	540
2734	ROBERTSON	DaNa 991 1-A	242
3728	ROBERTS	DaNa 935 BLDG	706
3308	ROBERTS	FaNa 225 BLDG	224
6769M	ROBERTS	SaJa 918 1271C	250
3348	ROBERTS	Wa 701 5123	456
5001M	ROBINSON	KaLa 009 319	563
1318	ROBINSON	TaJa 702 2183	529
5424M	ROBSON	MaFa 955 1279	207
6289	ROCHE	KaJa 701 5036	463
5772M	ROCHETTI	AaLa 009 319	252
5741M	ROCKETTE	RaJa 956 70	229
3264	ROCKETT	FaNa 991 1-277A	241
AX 7-3781	RODELL	SaJa 954 BLDG	744
4067M	RODGERS	Fa 966 1239M	273
5428M	ROE	JaJa 005 333	563
GR 1-1999	ROGERS	CaNa 956 66	239
1668	ROGERS	JaMa 935 BLDG	206
332-G	ROGERS	LaSa 959 BLDG	518
5145M	ROGERS	RaMa 009 307	953
5465M	ROHDE	RaFa 005 327	243
5405M	ROHLING	JaMa 001 BLDG	467
2686	ROHRER	DaJa 961 BLDG	704
SL 2-0540	ROLLERI	SaMa 942 BLDG	583
4481R	ROMANELLI	MaFa 701 5239	466
5424M	ROMANO	LaJa 005 BLDG	263
5203M	ROMESER	BaJa 005 BLDG	462
5130M	RONNER	AaMa 005 318	951
2324	ROPER	Da 991 BLDG	242
3806	ROPER	WaDa 959 BLDG	535
5514M	ROSE	DaJa 004 BLDG	238
5010M	ROSELLE	JaMa 005 319	563
4449R	ROSELIND	RaFa 702 1150	211
3650	ROSENBERG	LaJa 961 BLDG	561
1760	ROSENFELD	LaMa 959 BLDG	252
4429R	ROSENQUIST	Da 702 1213	510
5969M	ROSS	MaNa 966 1205	241
2234	ROSS	MaFa 991 BLDG	242
3328	ROSS	JaMa 935 BLDG	524
AX 7-3781	ROSS	LaLa 954 BLDG	744

APR 1961 PAGE 53

White (left) and yellow (right) pages from a company telephone directory which is prepared by machine. (See story on page 150).

R

SERVICES AND FACILITIES

A.	Acoustics	670-R
	Accounting Services	300-H
	Advanced Reliability Technology	GL 2-0640
	Advanced Techniques & Operations Research	178-R
	Advertising Coordinator	5978-M
	Ambulance	200-M
	Analog Simulation	795-R
	Apparatus Development Lab	626-R
	Applied Programming	AX 7-3781
	Art Services	5741-M
	Artwork, Printed Circuit & Control Panel	5014-M
	Auditorium, 701 Bldg.	301-R
	Auditorium Reservations	341-R
B	Budgets and Control	645-R
C	Cafeterias:	
	701 Bldg.	102-R
	918 Bldg. South Road Lab	214-M
	959 Bldg. Mansion Street	346-G
	961 Bldg. No. Hamilton St.	243-G
	991 Bldg. High Street	351-H
	002 Bldg. Plant	473-M
	005 Bldg. Education	5161-M
	052 Bldg. Product Test	6461-M
	Calender, Laboratory	5207-M
	Cashiers: (Hours of Operations)	
	702 Bldg. (8:30 a.m. - 5:30 p.m.)	765-R
	So. Road Lab (918) (11:30 a.m. - 12:30 p.m.)	5002-M
	W. Oakley St. (934) (3:30 p.m. - 4:30 p.m.)	259-M
	N. Hamilton St. (961) 10:00 a.m. - 12:00 p.m.	260-G
	12:00 p.m. - 2:00 p.m. (PGDP's Only)	260-G
	C. E. Instruction Manuals	455-M
	C. E. Reference Manuals	305-H
	Chemistry Lab	5254-M
	Chief Operator, Plant Switchboard	273-M
	Classroom Reservations (Cafeteria) SRL	636-R
	Cleaning, Laboratory (Dept. 779)	303-R
	Computation Facility	316-H
	Communications, Laboratory	GR 1-0087
	Conference Dining Room (701 Bldg.)	4479-R
	Conference Room Reservations 702/701	202-R
	Conference Room Reservations SRL	4236-M
	Country Club:	
	Athletic Office	5346-M
	Bowling Alley	5107-M
	Children's Club	5346-M
	Golf Shop	5342-M
	IBM Club Office	6017-M
	Janagere Office	5234-M
D	Design Automation	115-H
	Device Evaluation	517-R
	Distribution, Laboratory	5207-M
	Duplicating Services (Dept. 864)	5968-M

Page B-4

Current trends in office automation including data processing.

CHARACTERISTICS OF COMPUTERS

	GENERAL CHARACTERISTICS					INTERNAL SPEED		MAGNETIC TAPE			PERIPHERAL EQUIPMENT					SPECIAL FEATURES					
											Input		Output								
	Typical Monthly Rental Monthly Rental Range	Solid-State Date First Delivery	Storage Capacity and Type	Word Size	Instruction Addresses	Add Time	Average Access Time	Thousands of Characters per Second	Buffering	Maximum Tape Units	Cards per Minute	Paper Tape Characters per Second	Cards per Minute	Paper Tape Characters per Second	Printer Lines per Minute	Index Registers	Indirect Addressing	Floating Point Arith.	Console Typewriter	Random Access File	Random Inquiry
AUTONETICS RECOMP II	$2,500 (2.5-4.5)	✓ 11/58	4K disc 16 fast	40b	1	1.08m	9m .95m	1.8	RC, WC	8	60	400 600		20 150		0		✓	I/O		
AUTONETICS RECOMP III	$1,500 (1.4-3)	✓ 6/61	4K disc 16 fast	40b	1	1.08m	9.3m 1.75m				60	10 600		10 150		1		✓	I/O		
BENDIX G-20	$20,000 (7.3-35)	✓ 4/61	4-32K core	32b	1	15μ	6μ	120	MRWC	500	650	500	250	100	1000	63	✓	✓	I/O	✓	✓
BENDIX G-15	$1,500 (1.5-4)	8/55	2K drum 16 fast	29b	1	1.08m	14.5m .54m	.43	RC, WC	4	100	400	100	60	100	0			I/O		
BURROUGHS 220	$17,000 (8-45)	12/58	2-10K core	10d	1	200μ	10μ	25	none	10	300	1000	100	60	150 1500	1		✓	I/O	✓	✓
BURROUGHS B 5000	$16,200 (13.5-50)	✓ /62	4-32K core 32K drum	48b	1-4	3μ	6μ 8.5m	24 66	MRWC	16	200 800		100		650		✓	✓	I/O		
BURROUGHS 205	$8,000 (2-17)	1/54	4K drum 80 fast	10d	1	1.7m	8.5m .85m	6	none	10	300	540	100	60	150	1		✓	I/O	✓	✓
BURROUGHS B251 (VRC)	$4,000 (4-)	✓	4.8K core	1a	3	777μ	10μ				100					0					
BURROUGHS E-101	$1,000 (.9-1.4)	/56	220 drum	12d	1	50m	10m					20		10	60	2			I/O		
COMPUTER CONTROL DDP	$2,500 (2.3-)	✓ 5/61	4-16K core	24b	1	8μ	5μ	15-62	RWC	16	400	1000	100	100	600	1			I/O		
CONTROL DATA 1604	$34,000 (19-35)	✓ 1/60	8-32K core	48b	1	4.8μ	6.4μ	30	MRWC	96	250 1300	350	100	60 110	150 1000	6	✓	✓	I/O	✓	✓
CONTROL DATA 924	$10,000 (8.7-20)	✓ 8/61	8-32K core	24b	1	9.3μ	6.4μ	15 30	MRWC	96	100 1300	350	100	110	150 1000	6	✓		I/O	✓	✓
CONTROL DATA 160A	$4,000 (2.2-9.5)	✓ 7/61	8-32K core	12b	1	12.8μ	6.4μ	15 30	RC, WC or RW	40	100 1300	350	100	110	150 1000	0	✓		I/O	✓	✓
CONTROL DATA 160	$1,500 (1.5-3)	✓ 7/60	4K core	12b	1	12.8μ	6.4μ	15 30	none	20	100 1300	350	100	60	150 1000	0	✓		I/O	✓	✓
DEC PDP-1	$3,600 (2.9-15)	✓ 11/60	1-16K core	18b	1	10μ	5μ	15	MRWC	64	100 2000	400	100	60	600	0	✓		I/O		✓
EL-TRONICS ALWAC III-E	$3,600 (1.6-4)	/55	4-8K drum	33b	1	1m	4m	21	RC, WC	16	100	200	100	60	150	1			I/O		
GENERAL ELECTRIC 210	$14,000	✓	4-8K core	6d	1	64μ	32μ	30	RWC	13	400	200	100	60	1000	1			I/O		

DEC PDP-1	$3,600 (2.9-15)	✓ 11/60	1-16K core	18b	1	10μ	5μ	15	MRWC	64	100 2000	400	100	60	600	1				
EL-TRONICS ALWAC III-E	$3,600 (1.6-4)	/55	4-8K drum	33b	1	1m	4m	21	RC, WC	16	100	200	100	60	150	1			I/O	
GENERAL ELECTRIC 210	$14,000 (10.5-36)	✓ 11/60	4-8K core	6d	1	64μ	32μ	30 50	RWC	13	400 1500	200 500	100	60	1000	1			I/O	
GENERAL ELECTRIC 225	$7,000 (4.5-26)	✓ 3/61	4-16K core	20b	1	36μ	18μ	15-62	MRWC	64	400 1000	100 1000	100 200	110	900	96	✓	✓	O	✓ ✓
HONEYWELL H-800	$22,000 (12-30)	✓ 12/60	4-32K core	12d	3	24μ	6μ	64	MRWC	64	240 650	200 1000	100 250	60	150 900	64	✓	✓	I/O	✓
HONEYWELL H-400	$8,700 (8.7-12)	✓ 9/61	1-4K core	12d	3	120μ	10μ	64	RW	8	650	1000	100 250	60	900	3			I/O	
IBM 7080	$55,000 (40-73)	✓ 8/61	80-160K core 1K core	1a	1	11μ	2μ 1μ	15-62	MRWC	40	250		100		150 500	0	✓		O	✓
IBM 709	$40,000 (28-)	8/58	4-32K core	36b	1	24μ	12μ	15	MRWC	48	250		100		150	3	✓	✓	O	
IBM 704	$32,000 (24-)	4/56	4-32K core	36b	1	24μ	12μ	15	RC, WC	10	250		100		150 500	3		✓	O	
IBM 705 III I&II	$30,000 (18-54)	3/56	20-80K core	1a	1	86μ 119μ	9μ 17μ	15-62	RWC	60 100	250		100		150 500	0	✓		O	
IBM 7090	$64,000 (50-69)	✓ 11/59	32K core	36b	1	4.4μ	2.2μ	15-62	MRWC	80	250		100		150	3	✓	✓	I/O	
IBM 7030 STRETCH	$300,000 (200-)	✓ 5/61	16-262K core	64b	1	2μ	1μ	62	MRWC	256	1000		250		600	16	✓	✓	I/O	✓ ✓
IBM 7074	$29,300 (17-36)	✓ /62	5-30K core	10d	1	10μ	4μ	15-62	RWC	40	500		250		150	99	✓	✓	I/O	✓ ✓
IBM 7070	$24,000 (12-31)	✓ 6/60	5-30K core	10d	1	60μ	6μ	15-62	RWC	40	500		250		150[2]	99	✓	✓	I/O	✓ ✓
IBM 7072	$15,800 (14-32)	✓ /62	5-30K core	10d	1	12μ	4μ	7.2-20	RWC	20	60[2]	The IBM 1401 system				99		✓	I/O	
IBM 650	$9,000 (3.7-16)	11/54	1-4K drum 60 core	10d	1	.7m	2.4m .1m	15	RC, WC	6	155-250	60	100-250		150	3		✓		✓ ✓
IBM 1410	$8,000 (6-32)	✓ 12/61	10-40K core	1a	2	110μ	4.5μ	7.2-62	RWC	20	800	500	250		600	15	✓		I/O	✓ ✓
IBM 1401	$6,500 (2.5-11)	✓ 9/60	1.4-16K core	1a	2	230μ	11.5μ	7.2-62	none	10	800	500	250		600 1285	3			I/O	✓ ✓
IBM 305 RAMAC	$3,600 (2.8-6.5)	12/57	100 core 2000 drum	1a	2	30m	10m	15	RC, WC	4	125	20 60	100 200	60	30-50 150	0			I/O	✓ ✓
IBM 1620	$1,600 (1.6-5)	✓ 10/59	20-100K core	1d	2	560μ	20μ	15-42	none	6	250	150	125	15	600	0	✓		I/O	✓ ✓
MONROBOT XI	$700 (.7-1)	✓ 5/60	1K drum	32b	1	9m	6m				15	20	15	20					I/O	✓

(Continued on the following page.)

	GENERAL CHARACTERISTICS					INTERNAL SPEED		MAGNETIC TAPE			PERIPHERAL EQUIPMENT Input		PERIPHERAL EQUIPMENT Output			SPECIAL FEATURES					
	Typical Monthly Rental Monthly Rental Range	✓ Solid-State Date First Delivery	Storage Capacity and Type	Word Size	Instruction Addresses	Add Time	Average Access Time	Thousands of Characters per Second	Buffering	Maximum Tape Units	Cards per Minute	Paper Tape Characters per Second	Cards per Minute	Paper Tape Characters per Second	Printer Lines per Minute	Index Registers	Indirect Addressing	Floating Point Arith.	Console Typewriter	Random Access File	Random Inquiry
NCR 304	$15,000 (12.5-19)	✓ 11/59	2-4K core	10a	3	600μ 120μ	60μ	30	RW	64	2000	1800	100 250	60	680 900	10		✓	I/O		✓
NCR 315	$8,500 (3.8-30)	✓ 1/62	2-40K core	2a	1	36μ	6μ	24-60 100	none	8 16	400 2000	1000	100- 250	110	680 900	32			I/O	✓	✓
NCR 310	$2,450 (1.6-6.5)	✓ 4/61	4K core	12b	1	12.8μ	6.4μ	15 30	none	20		350 1000		110	900	0	✓		I/O		
NCR 390	$1,850 (1.4-1.9)	✓ 5/61	200 core	12d	4	11.3m	1.2m				15	400	15	17	110	0			I/O		
PACKARD BELL PB 250	$1,200 (1.2-6)	✓ 12/60	2.3-16K delay 16 fast	22b	1	24μ	1.5m .09m	2	none	6		10 300		10 110		1			I/O		
PHILCO 2000 Model 212	$58,500 (47-79)	✓ /62	16-32K core	48b	1	.75μ	2μ	90	MRWC	256	2000	1000	100 250	60	900	8		✓	I/O	✓	✓
PHILCO 2000 Model 210, 211	$30,000 (27-66)	✓ 11/58	4-32K core	48b	1	15μ 3.6μ	10μ 2μ	90	MRWC	256	2000	1000	100 250	60	900	32		✓	I/O	✓	✓
PHILCO 2400 Model 410	$7,800	✓ /62	8-32K core	1a	1	114μ	6μ	90	RC, WC or RW	48	2250	1000	100 250	100	900 1200	3			I/O		
RCA 601	$32,000 (24-68)	✓ 9/61	8-32K core	56b	2	6μ	.9- 1.5μ	33-120	MRWC	63	600	1000	100 200	100 300	1000	8	✓	✓	I/O		✓
RCA 501	$16,000 (11-26)	✓ 11/59	16-262K core	1a	2	360μ	15μ	33-66	RC, WC or RW	63	600	1000	200	100 300	600 900	8	✓		O		
RCA 301	$5,000 (3.6-10)	✓ 2/61	10-20K core	1a	2	189μ	7μ	7.5-66	RC, WC or RW	14	600	1000	200	100	1000	1	✓			✓	✓
RW 400	$50,000 (10-)	✓ 3/61	9K core	26b	2	14μ	10μ	62	MRWC	24	2000	300	✓	✓	900	✓			I/O	✓	✓
RW AN/UYK-1	— —	✓ 8/61	8-32 K core	15b	1-3	12μ	6μ	15 30	none	4		300		110					I/O		
UNIVAC LARC	$135,000 (135-)	✓ 5/60	10-97K core	12d	1	4μ	4μ	25	MRWC	40			Many types			99	✓	✓	I/O	✓	✓
UNIVAC 1107	$50,000 (40-60)	✓ /62	65K core 128 film	36b	1	4μ	4μ .6μ	25 120	MRWC	192	600 700	400	150 300	110 300	600 700	15	✓	✓	I/O	✓	✓
UNIVAC 1105	$43,000 (40-55)	9/58	8-12K core 16-32K drum	36b	2	44μ	8μ 17m	21	RWC	24	120 300	200	120	60	600	0		✓	O		
UNIVAC 1103A	$35,000		4-12K core	36b	2	44μ	8μ	13	RC, WC	10	120	200	120	60	600	0		✓	O		

UNIVAC 1107	$50,000 (40-60)	✓ /62	65K core 128 film	36b	1	4μ	4μ 6μ	25 120	MRWC	192	600 700	400	150 300	110 300	600 700	15	✓	✓	I/O	✓	✓
UNIVAC 1105	$43,000 (40-55)	9/58	8-12K core 16-32K drum	36b	2	44μ	8μ 17m	21	RWC	24	120 300	200	120	60	600	0		✓	O		
UNIVAC 1103A	$35,000 (25-45)	3/56	4-12K core 16-32K drum	36b	2	44μ	8μ 17m	13	RC, WC	10	120 300	200	120	60	600	0		✓	O		
UNIVAC II	$28,000 (25-30)	11/57	2K core	12a	1	200μ	40μ	25	RWC	16	240 300		120		600	0			I/O		
UNIVAC I	$25,000 (20-30)	3/51	1K delay	12a	1	242μ	282μ	13	RWC	10	240 300	200	120	50	600	0			I/O		
UNIVAC 490	$25,000 (18-)	✓ 12/61	16-32K core	30b	1	4.8-12μ	6μ	25 125	MRWC	192	600	350 1500	150	110	600	7			I/O	✓	✓
UNIVAC III	$22,500 (15-30)	✓ 6/62	8-32K core	6d	1	8μ	4μ	25 133	MRWC	38	700	1000	300	110	700	15	✓	✓	I/O	✓	✓
UNIVAC File Computer I Model II	$15,000 (8-21)	1/58 1/62	20 core 1K drum 2K core	12a	3	8.6m 3.4m	.9m 3.1m .63m	10.4	MRWC	10	150 240	200	150 120	60	600	0			I/O	✓	✓
UNIVAC SS 80/90	$8,000 (3.5-13)	✓ 1/60	2.4-7.6K drum .2-1.6K fast	10d	1	85μ	1.7m .425m	25	RC, WC	10	450 600		150		600	3				✓	
RPC 9000	$4,500 (2.5-10)	✓ 9/60	72 delay	12a	1	.23m	.8m	52	MRWC	120	400	60 500		30 300	150 1000	0			I/O	✓	✓
RPC 4000	$1,900 (1.8-4.5)	✓ 11/60	8K drum 128 fast	32b	1	1.0m	8.5m 5.0m					60 500		30 300		1			I/O		
RPC LGP-30	$1,300 (1.1-2)	9/56	4K drum	31b	1	2.26m	8.5m					200		20		0			I/O		

Monthly Rental Range: Figures in parentheses are minimum-maximum in thousands of dollars.

Storage Capacity and Type: Addressable words available. "K" means thousand. "Fast" means serial type, fast access secondary storage, primarily in drum computers.

Word Size: a—alphanumeric; d—decimal; b—binary.

Instruction Address: Number of separate storage addresses in a conventional instruction.

Add Time & Average Access Time: μ—millionths of a second; m—thousandths of a second.

Thousands of Characters per Second: Six-bit characters.

Buffering: R—reading magnetic tape; W—writing it; C—computing; MRWC—simultaneous operation.

Special Features: Checkmark means that some form of feature is available. O—console alphanumeric printer; I/O—console keyboard input.

The foregoing is an abridgement of *Computer Characteristics Quarterly* prepared by Charles W. Adams Associates, Inc., electronic data processing consultants, 142 The Great Road, Bedford, Mass. The complete chart contains additional information on each computer and is issued quarterly on 8½" x 11" sheets or in a pocket-size, plastic covered booklet. Annual subscription is $5; single copy, $1.50, from above address.

How to Automate the Production of Your Company Phone Directory

ROBERT C. FOUHY, Writer, Laboratory Publications Dept., Development Laboratory, IBM Data Systems Div., Poughkeepsie, N.Y.

IF YOUR OFFICE has many telephones but no telephone directory, or if your plant directory is always out of date, here is a system to increase telephone service and efficiency. Basically, it is built around the use of a few card handling machines, a systematic proofing of the old directory, and a simple method of information handling. When the number of telephones in your office increases to 100 or more, the telephone list typed by the boss's secretary suddenly becomes an arduous job. Then it becomes a major operation just to assemble the basic facts of who has what telephone number.

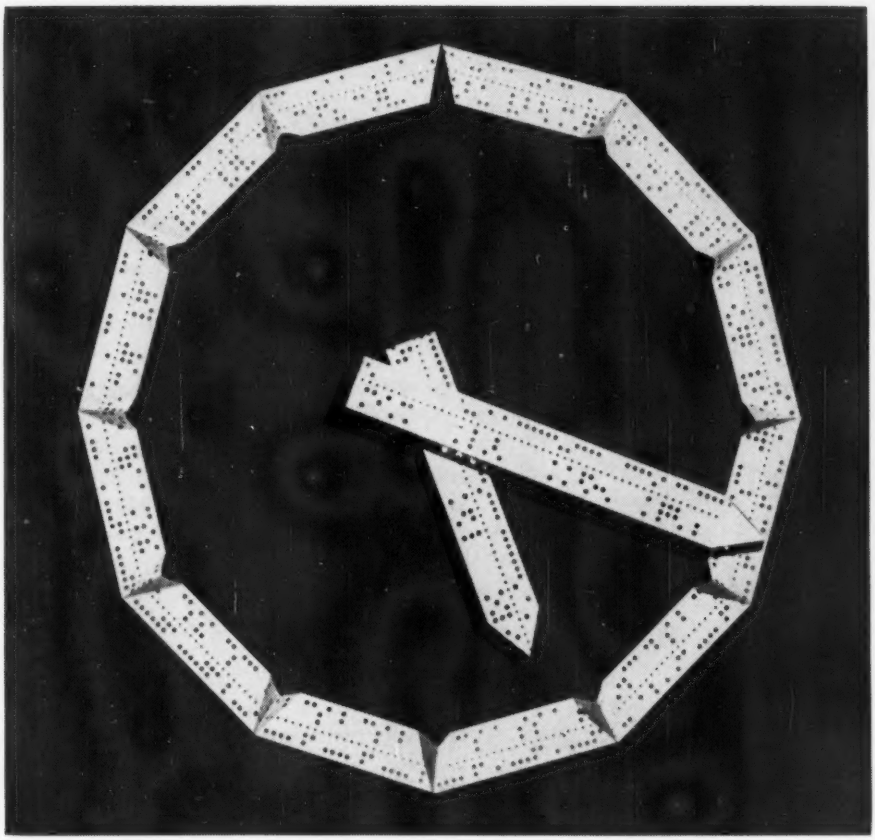
In the beginning, most offices assign this work to the telephone operator. She is expected to gather the new information between busy moments at the switchboard. This system begins to falter and break down when phones increase and when the operator finds herself with less and less time because her calls also have increased. Before you know it, six months or more pass before the new directory is ready to reproduce.

Office services is asked to take over and someone is assigned to make up the telephone directory. He or she spends hours on the phone checking out each number; visits all departments and obtains lists of names; and arranges and rearranges the lists because changes keep arriving while he is gathering basic information.

The job is an impressive one when the new phone books come off the press. The directory is generally accurate and timely, but it doesn't stay that way. New people arrive; others leave; departments move and change. In a matter of weeks, the directory is out of date again.

At IBM, we do this job frequently. In the development laboratory, changes occur often, sometimes as many as 1000 each month. These changes, caused by constant growth and the development nature of our work, make it almost imperative that an up-to-date directory be available at least once a month. Such a project often took two months and over 200 manhours to accomplish. This was too much effort and the laboratory publications department was assigned to build a better system.

We found that we couldn't do the job every month unless we made use



Now, you can get complete sales and inventory figures in hours!

How quickly can you evaluate current sales activity? And are you relying on inventory figures that are not complete? Chances are it takes you even weeks to obtain all required inventory and sales facts. Yet did you know: a National Electronic Data Processing System can give you all these vital reports in only a matter of hours! National Systems go *all the way* from the original entry—in cash registers, accounting machines, or adding machines . . . through the computer . . . and high-speed printer . . . to detailed final reports. You can now tell which parts of your business are paying-off; judge which ones could be doing better—all before the current picture changes. You can now get far greater executive command than was economically practicable before. In short, you can get *today's* figures *today*, while there is still time to evaluate results and take effective action. For more information, write today to National.

Punched paper tape is created by National Accounting Machines, Cash Registers and Adding Machines as an automatic by-product of normal operation. It is then fed into a computer to produce, at minimum cost, the information you need for most profitable control.

THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio
1039 OFFICES IN 121 COUNTRIES
77 YEARS OF HELPING BUSINESS SAVE MONEY

* TRADEMARK REG. U.S. PAT. OFF.

National*

ELECTRONIC DATA PROCESSING
ADDING MACHINES • CASH REGISTERS
ACCOUNTING MACHINES • NCR PAPER

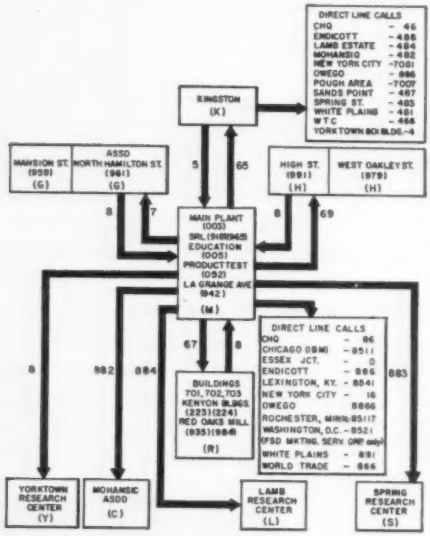
For More Information Circle No. 413

EXT	NAME		LOCATION	DEPT
303R	ABRAMS	L.	701 W037	775
GR 1-0175	ABROMEIT	B.E.	956 57	225
5134M	ABZUG	I.	918 BLDG	257
306H	ACCOUNTING-DL		979 1096	231
300G	ACKERT	D.C.	959 BLDG	217
4469R	ADAMS	J.	702 1150	211
5774M	ADAMS	L.A.	946 BLDG	271
5542M	ADAMS	L.M.	918 BLDG	265
5986M	ADAMS JR	R.A.	005 333	563
GR 1-1806	ADAMS	R.D.	956 67	229

Fig. 1. This facsimile sample shows how listings appear on the alphabetical pages of IBM's company telephone directory.

of data processing machines aided by an easy system of proofing the directory on a monthly basis. Our system is easily adaptable to any size office or plant provided there is access to punched card handling equipment either through rental, purchase, or use of a service bureau. A punched card for every person in the laboratory was easily created through use of a personnel deck. A simple card duplicating operation produced a telephone directory deck of cards complete with name, department, man number and occupation code.

We sorted this deck into department



INSTRUCTIONS: When calling from one location to another, follow the arrows, dialing the numbers with each arrow enroute. EXAMPLE: For a call from ASDD (G) to Spring Street (S) dial 8, 883 and the extension you want.

TO DIAL	FROM			
LOCAL IBM LOCATIONS	"M" Main Plant	"G" Mansion & Hamilton St.	"H" High St. & Oakley St.	"R" D.L. & Research
Main Plant "M"	–	8+	8+	8+
Mansion St. & Hamilton St. "G"	7+	–	87+	87+
High St. & Oakley St. "H"	69+	869+	–	869+
Research – D.L. 701, 702, 703 Bldg. "R"	67+	867+	867+	–
DISTANT IBM LOCATIONS				
Burlington	"0"	8"0"	8"0"	8"0"
Chicago Dwtn. Midwest. Reg. Hq.	8511+	88511+	88511+	88511+
CHQ	86+	886+	886+	886+
Endicott Plant	886+	8886+	8886+	8886+
N.Y.C. Foreign Exchange	16+	816+	816+	816+
Kingston	15+	815+	815+	815+
Lamb Estate	884+	8884+	8884+	8884+
Lexington, Ky.	8541+	88541+	88541+	88541+
Mechanicsburg	8531+	88531+	88531+	88531+
Mohansic	882+	8882+	8882+	8882+
Northern New Jersey Area	"0"	8"0"	8"0"	8"0"
Owego	8866+	88866+	88866+	88866+
Rochester, Minn.	85117+	885117+	885117+	885117+
Spring St. (Ossining)	883+	8883+	8883+	8883+
Tri-City Area (Johnson City, Binghamton, Endicott)	"0"	8"0"	8"0"	8"0"
Washington, D.C. F.S. Marketing	8521+	88521+	88521+	88521+
White Plains	881+	8881+	8881+	8881+
World Trade	866+	8866+	8866+	8866+
Yorktown	8+	88+	88+	88+

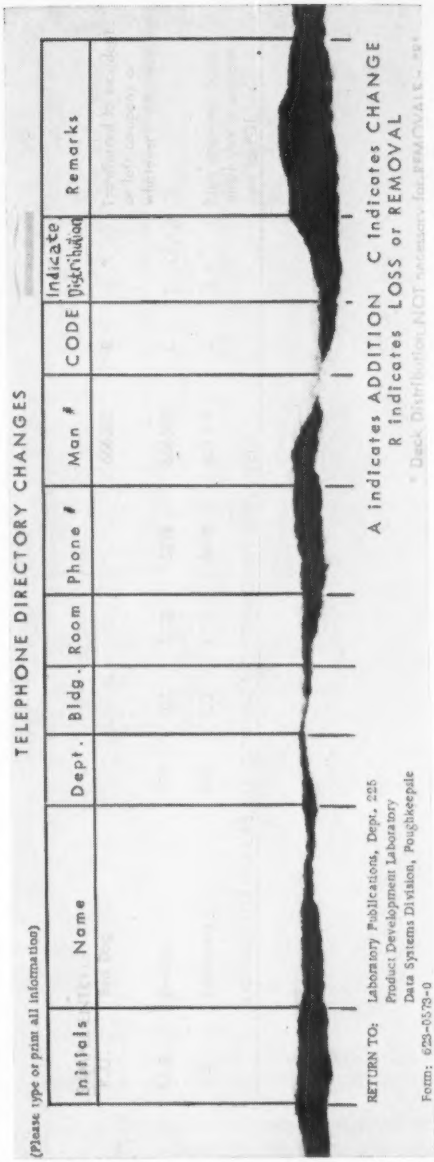
DIAL TIE LINE CODE + THE EXTENSION NUMBER, OR DIAL CODE, AND "0" FOR INFORMATION OPERATOR.

Two types of full-page charts in the directory indicate dialing procedure. Engineers like the one at left, administrative people favor the one at right.

groups and printed lists which we sent to every department with a letter of instructions and a form. Each department *typed* on the form the complete location information for all its people. When this form's data was punched into cards, we had an accurate directory with each card showing the individual's name and number, department, building, room number, telephone number and occupation code. Using the proper panel wiring on an IBM 407 accounting machine, we could easily use the cards to produce a list suitable for reproduction.

So we produced a telephone directory (Fig. 1) in about 24 days with an expenditure of only 75 manhours. Keeping it up-to-date was another matter. We had to start right away on the next directory, so we ran off another department list (this time it included all location information like building and telephone number) and sent it again to all departments with a letter and change forms (Fig. 2).

In this letter (Fig. 3) and from then on, we asked each department to list only changes that occurred since the last updating of the directory. We wanted to know only who had left the department (and where he went), who was new and who had changed his phone number or whatever. The letter and form asked each department to code changes as A for addition, C for change and R for removal. The form had to be returned in duplicate so we could send a copy to the chief operator to keep her up-to-date between directories. This once-a-month audit was the only input our system required. Any additional notices, slips or phone calls


TELEPHONE DIRECTORY CHANGES

(Please type or print all information)

Initials	Name	Dept.	Bldg.	Room	Phone #	Man #	CODE	Indicate Distribution	Remarks

A indicates ADDITION C indicates CHANGE
R indicates LOSS or REMOVAL

RETURN TO: Laboratory Publications, Dept. 225
Product Development Laboratory
Data Systems Division, Poughkeepsie

Form: 623-0573-0

Fig. 2. A change form goes monthly to all departments accompanied by the letter on page 154 and proofs of the department's listing as it appears in the current directory.

Date: March 22, 1961
From (Dept/Loc): 225 - Publications
DL - Poughkeepsie

IBM

Subject and/or Reference: Audit to Update Telephone Directory - May 1961

To: Development Laboratory and DSD Headquarters Managers

Attached are:

A. Proofs of your department listing as it now appears in the telephone directory.
B. Proof of the list of Services and Facilities which may show your department.
C. Proof of a Department Directory in which your department is shown.

You should:

1. If the list is O. K., so mark it.
2. If changes, additions, or removals are needed, complete telephone change forms attached. Follow example at top of form. Type or print legibly and prepare in DUPLICATE. Do not use "dittos."
3. Review the two proofs: Services and Facilities, Department Directory. Make changes or additions if necessary on proofs themselves.
4. Return all proofs and corrections to DL Publications, Department 225, Building 956, Poughkeepsie, New York.

The Deadline:

Return changes by April 3, 1961. If new changes are not received by this department, your listing will appear in the May directory as shown in this proof.

Robert C Fouhy
Robert C. Fouhy
Laboratory Publications

RCF/bea

Attachments 4

Distribution - Deck #7 (DL Dept. Heads as listed in Telephone Directory)

Fig. 3. Departments are asked to list changes which have occurred since the last printing of the directory. The change form appears on page 153.

in-between times would merely double the workload, for such information was generally too early or too late to be of use.

Upon receipt of the forms, the publications department performed a number of auditing chores. We checked for errors, duplication, missing information, misspelling, conflicting departments and bad handwriting (which we

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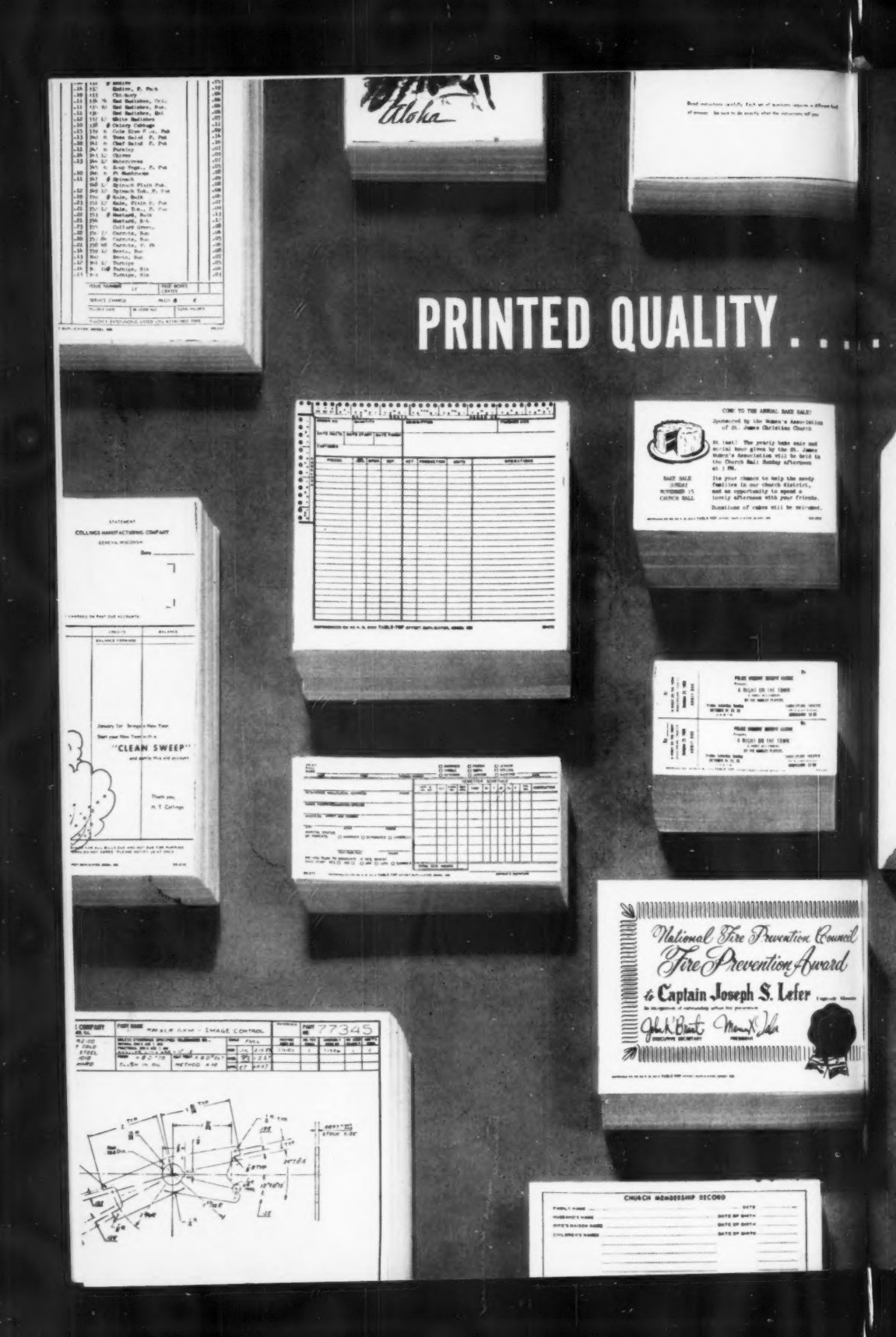
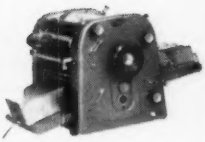


. . . FAR FROM PRINTING COST



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Please send me the 36 actual jobs run on your Table-Top offset machine.

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POSITION_____
COMPANY_____
CITY_____ZONE____STATE_____

typed). We added distribution deck information (more about this later), listed services in the directory, and updated the yellow pages and information parts of the book. Often, we were able, because of information given to us by management ahead of time, to include new departments and major changes as quickly as they happened. When all was checked and every form readable and correct, we delivered our directory to the machine accounting department where three basic elements are combined to produce the final telephone listing: (1) directory change forms, (2) master telephone directory deck, and (3) personnel deck.

Operations begin with the directory change forms. Key punch operators, reading directly from the form, create a new card for every listing on the form, coding each card A, C or R as indicated on the form. The form organizes the material in proper sequence for punching into the directory card. Operators do no interpreting — all this is done in the editing at publications.

Next, the new cards are matched into the master directory deck, an operation that is wired to cause the old change cards (cards marked C in previous updatings) and R cards (removals) to drop out. Addition cards (A) merge into the deck.

Now the directory deck is updated with address information (building and telephone extension). To be sure it contains all the people, the directory deck is matched against the personnel deck. Naturally, we find a few nonmatching cards, the reasons for which must be answered by publications (generally due to overlaps of information between personnel, publications and the departments concerned). Finally, a list suitable for reproduction is printed out on the 407 and another phone book is ready for printing. Subsequently, more proof lists by department (for the next updating cycle), distribution decks, and a new telephone directory deck for publications are furnished.

Since work for the next book begins before the current directory goes to the printer, our work is almost continuous. Broken down monthly, the schedule looks like this:

	MANHOURS	DAYS
1st WEEK		
Distribute this month's directory.	11	2*
Audit and edit change forms.	36	7
2nd WEEK		
Keypunch changes in directory.	12	5
3rd WEEK		
Review non-match cards.	8	2
Inspect listings.	2	
Correct and type yellow page data.	24	3
Print new instruction letter.	1	1**
Provide department proof lists.	2	1
4th WEEK		
Print new directory.		7
Send out proofs for next directory.	8	1***
	104	25

* Done by another department while we audit change forms.
** Done by another department while we type yellow pages.
*** Done by us while book is being printed.

This schedule could be trimmed a few days by maintenance of tighter schedules and working without interruption — an almost impossible goal. Although the manhours required would be the same, the directory itself would be one week more current when published.

Our directory is designed to be as complete as possible. Each issue contains over 3000 names and over 1865 different telephone numbers. Over 100 departments are listed plus 23 extra

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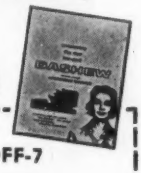

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For More Information Circle No. 398

departments quartered in our building.

Like a city telephone directory, there are "yellow pages" and general information sections in the book. The yellow pages contain lists of all departments both alphabetically and numerically, addresses of IBM's 14 plants and nine major laboratories, and a list of the 29 buildings in which the development laboratory has people or equipment. Also, in the yellow pages is a services and facilities section with phone numbers of cafeterias, receiving, photographic services, personnel, cashier services, etc. The information part of the directory includes a page of emergency fire and first aid numbers (on cherry paper for rapid finding); a map of all IBM locations in Poughkeepsie; and a dialing chart to help users find the telephone tie-line codes for other locations. In addition, there is information about toll calls, telegrams and a Poughkeepsie Emergency Planning (Civil Defense Instructions) list. Because we have frequent business with the data systems division headquarters in another city, a complete listing of personnel there is included as a separate section.

Since all location information for every person in the organization is contained on a punched card, the simple addition of code in a specified location on the card permits selection of groups of individuals for distribution purposes. Groups of cards with the name, building and departments printed along one edge (Fig. 4) make an address deck that is stapled to the top edge of the letter, or envelope to provide a mailing label for use in office mail. Special

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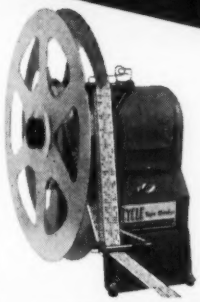
For More Information Circle No. 283

automation comes to tape-winding



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For More Information Circle No. 284

decks may be created to reach different categories of personnel (all managers, all exempt, all engineers, etc.) so that a specific communication can be sent to only those individuals it should reach.

We are by no means content to rest with this procedure because it takes too much time. We have two ideas. In one system, the individual department concerned would send location change information to a unit records function which would feed this data to a Ramac computer. Done on a daily basis, this would automatically create an updated file from which a telephone directory list could be drawn any time. Publications would thus be virtually eliminated except for the need to review the list for accuracy. Distribution decks and telephone list created by the computer would be up-to-date at all times.

In a second proposed system, direct individual-to-computer input through use of the IBM 357 Data Collection System is planned. Card input stations would be established in each of 29 locations where we have personnel. As changes occurred, secretaries would record changes immediately by punching the location information and other changes. This data, flashed to a recording center by an 026 printing card punch which in turn constantly feeds this information into the computer, would also provide a constantly updated file from which a telephone directory list could be drawn any time.

Firms not having a computer could use this second system with card handling equipment. The output of the printing card punch would simply be matched against the distribution deck which is thus updated.

At the moment, these two systems remain ideas that we are currently investigating and will in one way or another be in operation here soon. Frankly, it is our aim to put our department out of the business of publishing telephone directories by finding a way to produce them easier, faster and for less cost.

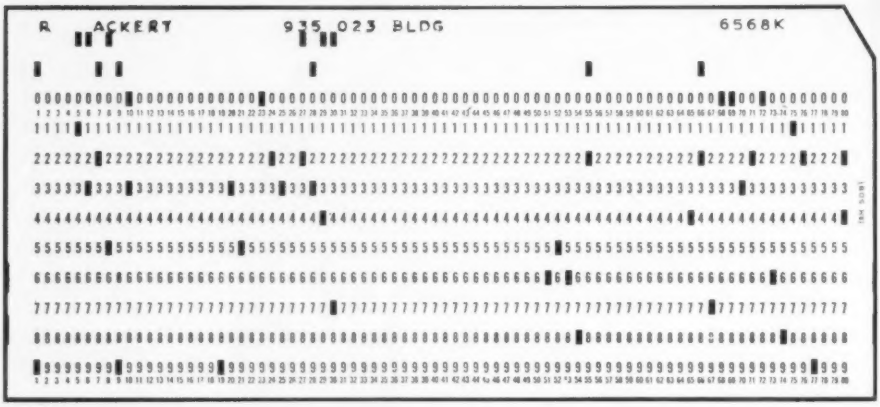

Fig. 4. Cards created as a by-product of producing the telephone directory are used as address labels for distribution of any interoffice materials to specific categories of personnel.

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For More Information Circle No. 417

Electronic Accounting System

THE SERIES E desk-size computer has been combined with a ten-total typewriter accounting machine by Burroughs Corp., Detroit, to provide a remanufactured data processing system that sells for $29,000. The alphabetical feature eliminates the need for additional units to write descriptive information on accounting forms. The system rents for $1200 monthly.

Programer training requires just a few hours because of the simplified external pinboard. Further extending the versatility of the computer is Tri-plex input which allows data to be fed to the system by adding two punched paper tape readers and a punched card unit, or three tape units. A third option is two punched card units. Output can be either tape or card punching device, or both.

The compact data processing system is presently in use at more than 150 installations on such applications as tax, utility and general billing, sales analysis, accounts receivable and payable, and sales distribution. Earlier models of the Series E computer have been used for engineering and scientific problems since 1955. **For More Information Circle No. 102.**

The new operating console for the Burroughs E103 desk-size computer houses a ten-total typewriter accounting machine and is cable-connected to the master unit.

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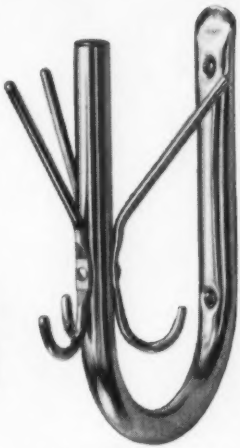

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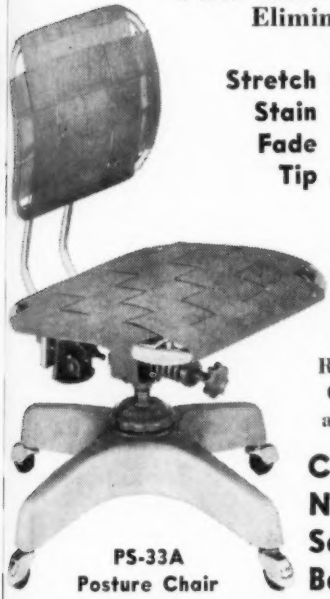

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For More Information Circle No. 250

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Operation is simple and foolproof. Each employee selects his preprinted timecard and inserts it in the machine which automatically returns it after producing a punched card to be used as direct input to any data processing system. The unit will punch, on a daily basis, three columns of "in" time and three columns of "out" time. For flexibility, provision has been made for a seven-day week. Time is punched on a 24-hour basis with minutes divided into tenths. Printing is on the front of the card with no danger of being obliterated because print wheels are spaced to print digits between punched columns.

An easily operated handle determines "in" and "out" printing and punching. A microswitch detects the cropped corner of the leading edge of the card to prevent it from being inserted in a reverse position. Printing and punching unit is inaccessible to employees using the machine which produces elapsed time for weekly payroll operations. Unit is 16″ high and easily mounts on a wall. **For More Information Circle No. 215.**

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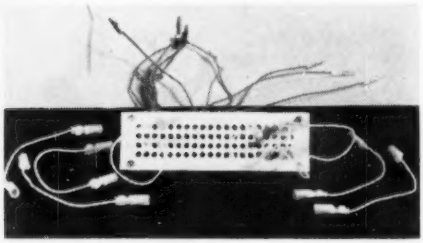
For More Information Circle No. 416

External Wiring Panel

A SELF-CONTACTING Piggy-Back which can be installed on any self-contacting control panel cover to provide 80 hubs for external machine function changes, has been added to the accessory line of Tech Panel Co., Binghamton, N. Y. Pilot selector and co-selector pick-ups, comparing entries, program starts, spacing, counter entries and many other machine function changes can be made quickly, easily and conveniently. It is unnecessary to remove the panel cover and take the time to trace out a wire or group of wires to make a change.



The Piggy-Back is made of 1¾" x 6" heavy duty phenolic. Internal connections to its hubs are made with standard self-contacting wires. External changes are made with special connector wires furnished with each unit. Piggy-Backs can be mounted horizontally or vertically on the flat surface of three or four-panel covers, and vertically on two-panel covers. When used on one-panel covers, it is mounted vertically in the card slot. The unit is priced at $25 which includes special wires for external connection and the cost of installing the Piggy-Back on the customer's panel cover. For details on mounting information and folder of Tech Panel accessories, **Circle No. 105.**

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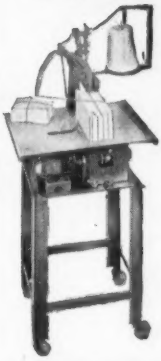

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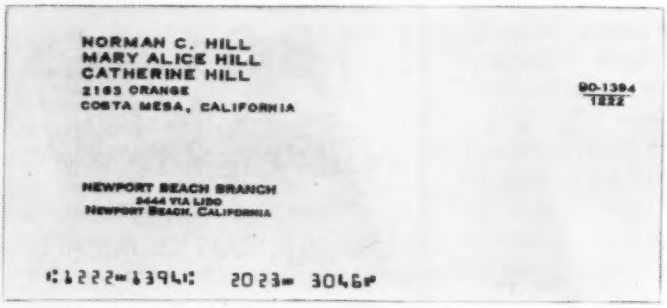
MICR Offset Check Imprinting

MICR CHECK imprinting via the offset process has been simplified in a method described by Photorapid Corp., El Segundo, Calif., and now in use by one of the country's largest banks. This system is said to make the operation profitable for commercial offset printers by eliminating all recurring composition which is 90% of the composition.

New account information is composed on pre-printed photoreproduction paper rather than on an offset paper master. After passing quality control, it is laminated and trimmed to exact check size, then combined with four other laminated masters (two others if checks are large size) in a plastic jig which automatically provides perfect registration. A paper transfer negative is placed in the jig, which holds it in true position, and this set-up is exposed quickly in a flat bed photocopier equipped with vacuum frame. The exposed negative and an aluminum plate are placed in a plate processor which automatically aligns and fully develops the plate in seconds. The plate is fixed, inspected and sent to the duplicating department for imprinting. The complete operation, from placement of laminated masters in the jig to finished plate, takes less than 90 seconds and may be done in normal room light.

After imprinting and binding are completed, checks accompanied by an order form and the laminated master are mailed to the customer. For his next supply of checks, customer fills out the order form and mails it with the laminated master to the bank which can bypass the composing room in processing the reorder. The bank or printer may hold the master in its own files to avoid possibility of loss or mutilation, although folding or creasing the master has no appreciable effect on its reproducing qualities.

Photorapid Corp. offers a Permaset kit consisting of a set of jigs for various designated check sizes, vacuum frame photocopy machine, Exactamatic automatic plate processor, supply of paper negatives and aluminum Gevaert Magi-Plates. **For More Information Circle No. 334.**



Masters for three or five checks can be combined on one offset plate.

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It's all yours. All the ideas . . . brainstorms . . . opinions . . . carefully reasoned strategies . . . all there, permanently recorded on tape for action or review wherever or whenever you want it. Not a word or nuance has been lost, thanks to the Norelco 'Conference-Mate'—a remarkable accessory which adds a new dimension of practical value to your Norelco '75' Dictating/Transcribing system. Actually two accessories in one — a whisper-sensitive, conference-microphone, and a full-power, portable, conference-speaker — only $37.50, including handy remote control switch. Just one more example of how the Norelco '75' gives you more of everything you need: quality, performance, convenience, versatility . . . at the world's most reasonable price. Write for a free demonstration in your office today!

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For More Information Circle No. 391

Duplicates Punched Tape

TAPE COMPARATOR SYSTEMS and additions to its tape and card regeneration systems were announced by Friden, Inc., Rochester, N. Y. This equipment provides greater ease and reliability in duplicating and comparing 5, 6, 7, or 8 bit codes for use primarily in computer and numerical systems application. A choice of eight systems allows flexibility.

In one of the three comparator systems, two Friden Motorized Tape Readers are connected for automatic verification of tapes recently duplicated. For example, a tape duplicated from one that has been in use for some time is compared with the original at 1200 codes per minute. If an error is detected in the newer tape, the reader stops, indicating the exact position on the punched tape.

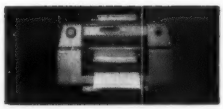
Other comparator systems are combined with regeneration equipment allowing tapes to be verified and duplicated simultaneously, saving an additional tape handling. A motorized tape punch has selector switches which allow codes not found on the Flexowriter keyboard to be punched by the motorized punch. Information already punched in short individual tapes can be duplicated and compared automatically and combined into one continuous tape at 20 codes per second. A long composite tape facilitates input for wire transmission, computers, tape-to-card converters, address plate embossing machines, recorders and other tape-operated equipment.

In addition, edge punched cards may be duplicated automatically with a Friden regeneration system composed of a motorized (tape or edge card) reader connected to a motorized (tape or edge card) punch. To prepare a composite tape, operator feeds individual tapes or edge cards. All codes are duplicated and a composite tape produced. The

A system for the fast and accurate verification of tapes punched by Flexowriters and other tape producing machines.

For More Information Circle No. 219 →

So much confusion!
So many claims!
Here at last are



THE PLAIN FACTS ABOUT OFFICE COPIERS

Why so many ways to copy?
Why so many machines? Will
they all do the same job?

COPIERS

Why so many ways to copy? Why so many machines? Will they all do the same job? What's the difference in price? How much for copies? How good? How fast? Before you invest in *any* office copier, here are some pointers that will help you pick out the particular process that is best for your needs.

SHORT, SIMPLE GUIDE TO COPY MACHINES

How to choose the one that's best for you

ESE ARE THE METHODS

ce copies, these five are most

asically a photographic process. ct with a light-sensitive negative positive treated sheet. Often a

diffusion transfer in that it uses ver, is transferred from a matrix

ocess. The dark areas on a page, heat than the blank areas. Thus, fra-red light, will "burn" an image

ark powder forms the image. The only of an electrical charge. The the image areas and produces

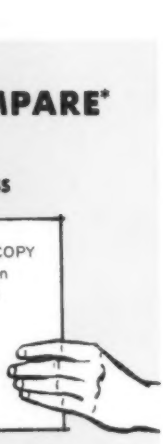
ve dyestuff. Light passes through

HOW THEY COMPARE*

PROCESS

PHOTOCOPY (Diffusion transfer)

SPEED
1 copy in 15 seconds to a minute
COST PER COPY
4¢ to 9¢



PHOTOCOPY (Dye transfer)

SPEED
1 copy in 50 seconds. 5 in 1 minute
COST PER COPY
9¢ to 10¢ for the first
1¢ for extra copies

THERMOGRAPHY

the argument for buying a better machine

Part of it you see from the chart. A diazo machine turning out copies at the rate of 200 to 1200 an hour, produces them for a cost of 1¢ apiece. Compare this to the 4¢ to 10¢ cost with a "cheap" copier and you see how quickly the quality machine pays off. It's the old story: you get what you pay for.

But there's more to the story than money saved. Where any machine will provide copies, a diazo machine provides systems that speed and simplify all business paperwork: order-billing, production control, purchasing-receiving, accounting, marketing, personnel, general administration, engineering.

The diazo copier you see here will provide as many copies as you wish, whenever you wish, all clear and exact duplicates of translucent originals. (Most office stationery is translucent enough for this purpose. And when 2-sided material is to be copied, the necessary translucent copy can be secured directly on diazo equipment using reflex film.) Diazo copiers can also make reproducible copies—"
subsequent copies are made.
time-and-cost-reducing syster

Diazo "duplicate originals'
cal, most flexible "masters" f
write or type on them; add
make hand-ruled and multip
colors.

In addition, diazo copiers
processing by providing add
duced on high-speed printer
typewriters.

Diazo also supplements pl
chines for fast reproduction
makes masters for high-speed

Yes, there *is* a difference w

how to tell the claims from the facts

Much of the confusion over office copiers

HERE'S WHAT THEY SAY

For Photocopy (Diffusion transfer):
Copies everything, every color, every paper—in seconds.

dark powder forms the image. The
g only of an electrical charge. The
to the image areas and produces

itive dyestuff. Light passes through
er and deactivates areas not blocked
al. A coupling agent ("developer")
nt.

HERE'S HOW TO CHOOSE

these methods has its advan-
Which is best for you depends

'll be making

them to look

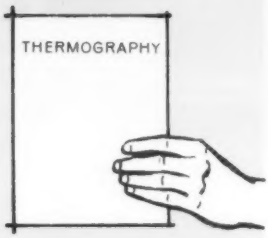
ng to pay

make only a few copies a day, you
ups 1, 2 or 3—whichever one strikes
rices here can be quite low (as little
for example). But with the lower-
gh price per copy, 4¢ to 10¢—even
opy quality may not be all you'd wish.

copies, then you're wise to pay a
lot less for the copies. Take a diazo
ore, it will produce excellent copies
r letter-size materials.

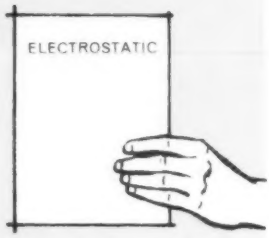
9¢ to 10¢ for the first
1¢ for extra copies

THERMOGRAPHY



SPEED
1 copy in 4 seconds
COST PER COPY
4½¢ to 5¢

ELECTROSTATIC



SPEED
1 copy in 10 seconds
COST PER COPY
About 4½¢

DIAZO

SPEED
1 copy in as little as 3 seconds
COST PER COPY
About 1¢

**Speed and copy costs are estimates for letter-size copies using materials of average quality and runs of average length.*

Before you buy

how to tell the claims from the facts

Much of the confusion over office copiers comes from the flood of competitive claims. This machine is cheapest...this one is fastest...this one is the easiest to use.

how do you separate claims from facts?

Actually, it's not that the manufacturers don't tell the truth, they do. They have to. But they don't have to tell it all. For example—

HERE'S WHAT THEY SAY

For Photocopy (Diffusion transfer):
Copies everything, every color, every paper—in seconds.

For Photocopy (Dye transfer):
Gives you five easy-to-read copies in one minute for 2½¢ each.

For Thermography:
Does more jobs than any other copying machine.

For Electrostatic:
Supplies cost about 1¢ per copy.

what about diazo?

These pages have made some strong claims for the diazo process. What of *these* claims?

Says Charles Bruning Company, largest manufacturer of diazo copiers:

FIRST, the comparisons you see here are not Bruning's. They were compiled by impartial authorities. No authority—indeed, no competitor—contests the fact that diazo is the most econom-

ical and versatile copy pro

SECOND, diazo is, overwhe
architects, draftsmen, engi
must have speed; they *n*
Bruning diazo copiers ove

THIRD, Bruning stands rea
these claims is true. In your

Before you buy an office copier

HERE'S WHY IT PAYS TO TALK TO BRUNING

You want *speed*. A
makes letter-size co
onds—200 to 1200

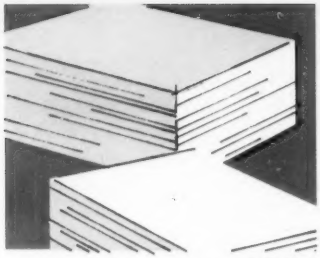
You want *quality*
are always sharp a
proud to have cust

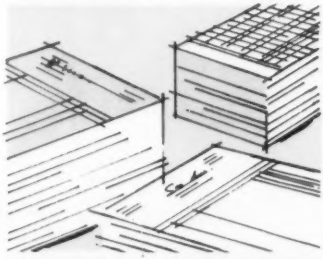
You want *flexib*
copier is unequaled
cations and for gene
where the original c
Unlike other copier
make reproducible
producible copies.

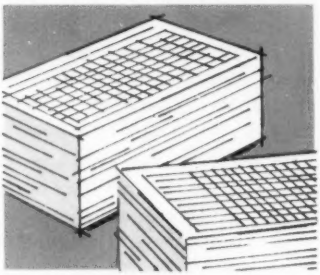
You want *savin*
diazo method turn
copies for 1¢ each
other processes run
as much.

You want *selectio*

the one best copier for every bu







eed. A Bruning machine
-size copies in a few sec-
o 1200 an hour.

quality. Bruning copies
harp and clean—you're
ve customers see them.

flexibility. A Bruning
qualed for system appli-
for general copying needs
iginal can be controlled.
r copiers, a Bruning will
ducible copies *from* re-
copies.

savings. The Bruning
od turns out letter size
¢ each for materials. All
sses run four to ten times

selection. And here it is—

y business office system

the one best copier for every bus

Model 250

Prints to 18½" wide

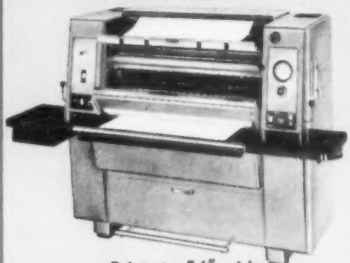
Model 300

Prints to 30" wide

Model 61

Prints to 17" wide

Model 675



Prints to 54" wide

For better prints and copies.

diazo

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BRUNING

Charles Bruning Company, Inc. Mount Prospect Illinois

Charles Br
1800 Cent
In Canada

Name.....

Title.....

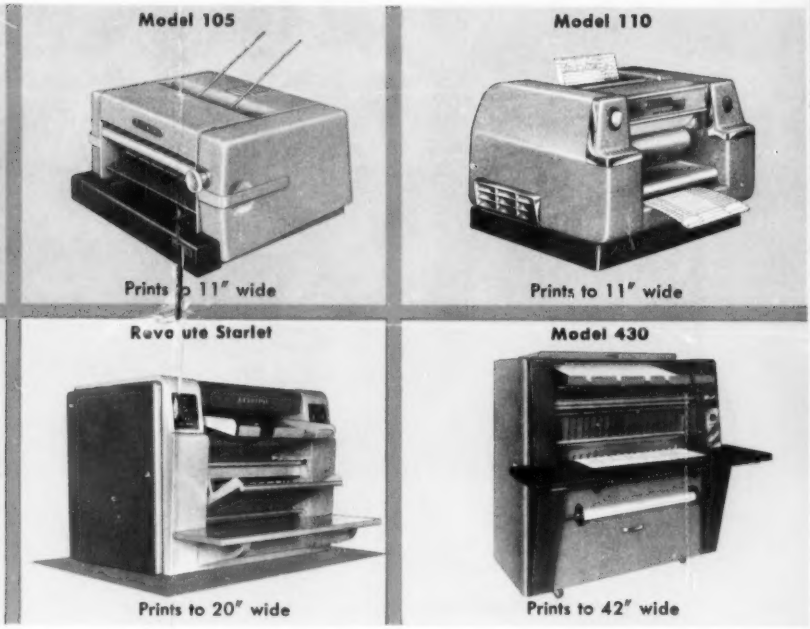
Company...

Address....

City.....

A-2844

y business office system



FREE DEMONSTRATION

O-9

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In Canada: 103 Church St., Toronto 1.

I would like to have a Bruning man demonstrate what a Bruning copier can do for our business.

Name.....

Title.....

Company.....

Address.....

City.....County.....State.....

A-2844

Printed in U.S.A.

Motorized Tape Punches and Readers are adjustable to accept 5, 6, 7 or

Your operator can feed stock with both

Motorized Tape Punches and Readers are adjustable to accept 5, 6, 7 or 8 bit coded tapes in widths of 11/16", ⅞" or 1".

In sales order writing, for example, using one or more Flexowriters, individual by-product tapes are created automatically as each order is written. These tapes vary in length and contain selected information. To speed data processing they are combined into one tape which is fed into a tape-to-card converter. The information also can be transmitted over existing communications equipment.

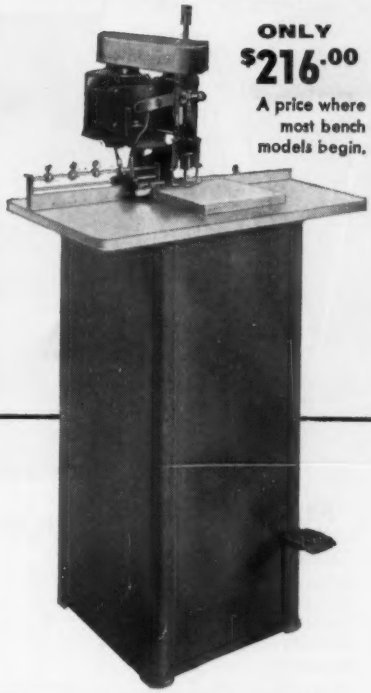
As input to computers, composite tapes speed computer action. Problems or phases of problems are prepared on the Flexowriter which produces a by-product tape automatically. Tapes are converted to a composite tape and the entire problem is ready for the computer. **For More Information Circle No. 103.**

"Next time make an appointment."

Your operator can feed stock with both hands with this Foot-Control Floor Model

Spinnit

PAPER DRILL



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Faster workflow. Positive 2-hand control of stock. Ideal for women operators. A real bindery drill.

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Hand or electric, the finest in sturdy, trouble-free, operating performance. Single lever operation. Wick or roller moistening system at your option. No difference in cost. Experience based on years of know-how assured.

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Copy-rite 1201 CORTLAND STREET
CHICAGO 14, ILLINOIS

For More Information Circle No. 434

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BOTH IN

ROLL OUT Conserv-a-File®

by SUPREME

A new dimension in Vertical Filing Systems. It rolls out in less than half the distance needed for drawer files. Yet lets you see and reach every record. From the front, from the side, from the top! Doesn't waste space. Better than a drawer!

Now your clerks drop file. Fast! Now transfer your old records. Fast! Without new folders, without addressing new side tabs. Simply!

Now you profit from high activity filing . . . and the 50 per cent (and more) floor space saving that Conserv-a-file gives you! Remember — just one 7-tier Conserv-a-file equals 9½ drawers in conventional filing cabinets!

Available in a variety of models. Shipped set up. (Knocked down units on special order only.)

*Patents Pending

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For More Information Circle No. 242

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For More Information Circle No. 444

Right or WRONG in Employee Relations

A ROUND-UP of day-to-day employee problems and how they were handled by management. Each incident is taken from a true-life grievance which went to arbitration. Names of some principals have been changed.

Is Discharge Fair for Punching Another's Timecard?

What Happened:

A cardinal rule in business is that a worker must not punch another's timecard. Every company has a rule on this. One afternoon two employees, Fonte and Wizner, were meeting in the manager's office. The discussion was about some work problem. When the talk was over, both men started to leave. Fonte reached for his timecard and punched it out. Wizner stopped for a moment to talk to the assistant manager and called to his friend, "Punch me out, too, while you're there." Fonte obliged. The next day he was fired. The case went to arbitration and the company said:

1. We have a rule. It is a reasonable one. We must enforce it, otherwise employees will take advantages.

2. Fonte knew of this rule. We have posted it conspicuously on bulletin boards.

3. If we make an exception here, everyone else will want special consideration.

Fonte's reply was:

1. I was just doing a fellow a favor. I meant no harm.

2. Why was I fired? What about Wizner? If it's wrong to punch out another's timecard, isn't it just as wrong to ask someone to violate the rule?

Was Fonte:

RIGHT ☐ **WRONG** ☐

WHAT ARBITRATOR THOMAS P. WHELAN RULED: "This arbitrator understands and entirely agrees with

the company's argument that it has the right to provide positive rules and regulations for the conduct of its employees and the orderly operation of its business. Among these rules is that governing the punching of timecards. This rule is reasonable and has been properly established. The obvious purpose is to prevent cheating on the part of tardy employees and those who leave work prior to quitting time. The rule provides that punching a card other than an employee's own is reason for dismissal.

"The testimony is undisputed. It pictures a situation where two employees have completed their service for the working day, are proceeding to leave the employer's premises and are about to punch out. One requests the other (who happens to be nearer the clock) to punch him out also. There are no questions of quitting before the established quitting time. There was no intent on the part of either employee to cheat or perpetrate a fraud. The grievant was not discharged for good cause. He shall be reinstated without loss of seniority and shall be reimbursed for any loss of wages."

Who Loses if Management Misjudges a Worker's Skill?

What Happened:

Year after year Edna Conrad was "given another chance." Everyone agreed she was a nice, well-mannered lady, but at work she was slow and inaccurate. Training was of little help —she just couldn't catch on. In 11 years she was shunted from one supervisor to another. When one got fed up with her incapability, he passed her on to another. Finally the company made a move—she was fired. At arbitration, she said:

1. Why did you wait so long to make up your mind? It's not easy for me to find another job.

2. I have had seven transfers in 11 years. No wonder I was confused and unable to work.

3. You did me a disservice by keeping me so long. Now find me work somewhere else in your organization.

The company replied:

We tried and tried—for 11 years to get you up to par. We failed. Are we therefore saddled for life with an incompetent worker because we were indulgent for so long?

Was the Company:

RIGHT ☐ WRONG ☐

WHAT ARBITRATOR BURTON B. TURKUS RULED: "Shunting this employee from supervisor to supervisor was morally and logically unsustainable. The supervisors simply 'passed the buck,' each seeking to avoid facing the reality of an earnest employee who was doing her 'level best' to make good—but never a satisfactory clerk because she was never 'cut out' for such a role. This was a disservice to her and the company. All that was accomplished

A NEW DESK-TOP ADDRESSOR THAT GIVES YOU A COMPLETE ADDRESSING DEPARTMENT

Now . . . a new concept in automated addressing that electrically addresses thousands of individual pieces of mail per hour . . . from long-life, penny-priced stencil plates that last for years . . . but are made in seconds . . . on your present office typewriter. This miracle of mailing convenience also prints onto rolls of paper tape and labels; statement headings; time cards; invoices; bank checks; etc.

The many built in features provide for time saving systems at no extra cost—automatic tape feed . . . finger tip selector . . . repeat addressing . . . color coding and many others.

For complete details on the Nordamatic versatility and stencil plate interchangeability write to:

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when in Chicago for the NSOEA visit us at the Conrad Hilton: booths 340 and 341; Sept. 23-26

NORD PHOTOCOPY AND ELECTRONICS CORPORATION
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For More Information Circle No. 233

was a waste of years for the employee with the inevitable and demoralizing humiliation of discharge for inefficiency after long years of conscientious effort —and the concomitant economic waste to the company. If merit ratings had any significance, it was evident to higher supervision that she was emotionally and temperamentally unsuited for the work. It was clearly evident that the employee tried her best but was incapable of performing the duties. The right of the company under the contract to discharge the employee is established and must be sustained. The grievance is denied."

Can Stockholder-Employee Complain to President?

What Happened:

Frank Hammond bought four shares of his company's stock. When he received his first annual report he read that the company officers encouraged communications from stockholders. One day when things weren't going so well in his department, Frank picked up the phone and asked to talk to the treasurer. He said he was an employee and a stockholder. He got an appointment. When the treasurer heard his complaint, he suggested that Frank take the matter up with his supervisor.

A few months later Hammond, feeling that there were many wasteful practices in the department, called the president of the company. The big boss came to the phone and Hammond made suggestions on how to improve operations. For this and his previous activities he was given a warning notice which read in part, "This is to warn you to cease and desist trying to contact and/or make appointments with company officials during working hours."

When he received the warning he

For More Information Circle No. 470

Smart buys for the budget wise...

IN **VIRCO** FURNITURE THAT'S BUILT FOR LASTING COMFORT

Puzzled by price—in a quandary over quality? Virco chairs and desks for office or home are budget priced and built to last. Check the quality construction features of this beautiful office furniture!

MATCHING #7795 DESK AND #258 CHAIR

This handsome welded tubular steel frame desk is available with Vircolite wood grain finish tops in two sizes: 18" x 33" and 20" x 40". Choice of Oriental Walnut top with bronze-brown frame or Platinum Walnut top with suntan frame. **Plus feature: excellent for use with business machines.** Companion chair is upholstered in quality vinyl plastic with urethane foam cushion.

ALL-METAL #127 FOLDING CHAIR

This chair has countless office uses, features tubular steel construction with **three** fusion-welded braces. Steel reinforcement in front legs at seat pivot point and under forward edge of seat. Metal-capped legs with durable rubber crutch tips.

FREE! *New catalog showing Virco's line of office furniture.*

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VIRCO MFG. CORPORATION

Dept 5-9, P.O. Box 44846, Station H
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Plants also in Arkansas and Pennsylvania.

For More Information Circle No. 432

asked for time off to go outside and call the president about the warning slip. This was refused. Hammond then complained of feeling ill and received a medical pass. He went home and put through his call to the president. When he came to work the next day he was given a week's disciplinary layoff. He grieved:

1. I called the president from my own home—at my own expense and on my own time. You have no jurisdiction over me.

2. I'm being penalized for exercising my rights as a stockholder, yet the company encourages stockholders to contact company executives.

The company maintained that Hammond was an employee and that it had a right to clamp down on his harassment of company officers.

Was the Company:

RIGHT ☐ WRONG ☐

WHAT AN ARBITRATION BOARD RULED: "When he asked for the pass to go home after receiving the warning, and then phoned the president, Hammond was acting in direct defiance of the written warning—and of previous verbal warnings to stop bothering company officials. As a stockholder he could not don the cloak of immunity for this action, since the basic purpose of his call was to protest the warning he had just been given. That warning was given to him as an employee, not as a stockholder, and his proper recourse as an employee was through the grievance procedure. This is an employee relations problem, not a stockholder's problem. The company had proper cause for its disciplinary action."

New Products

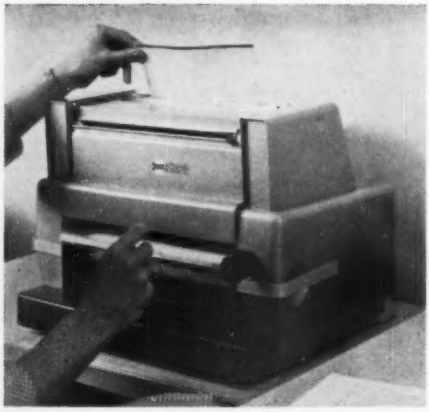
ELECTRIC TYPEWRITER

International Business Machines Corp., Electric Typewriter Div., 545 Madison Ave., New York 22, N. Y., announces an electric typewriter without type bars or a movable carriage. Called Selectric, it

types by means of a single sphere-shaped element bearing all alphabetic characters, numbers and punctuation symbols. As typist types on the conventional keyboard, the sphere-shaped element moves from left to right on its carrier across the paper as it selects and types the desired character or symbol. A selective stroke storage system increases typists' speed and accuracy. If two characters are struck nearly simultaneously, only the first is typed, while system automatically waits a split-second and then types the other immediately. Flexibility of type styles is offered by the single type element which may be removed and replaced with another type style in seconds. Type styles may be chosen from an initial library of six designed for billing, personal and general correspondence, and script typing. Ribbon changing is easier and faster. Instead of a ribbon spool on each side of machine, a ribbon cartridge containing two spools, side by side, is mounted on the carrier. To change ribbons, typist lifts ribbon cartridge off carrier and snaps on cartridge containing fresh ribbon or one of another color. She need never touch the ribbon itself. Ribbons in eight colors are available. The Selectric is available in two sizes: smaller model accommodates paper up to 11″ wide; larger model accommodates paper widths up to 15½″. Priced at $395 and $445 respectively. **For More Information Circle No. 172.**

DIAZO-PHOTOCOPIER

Charles Bruning Co., Inc., 1800 Central Road, Mt. Prospect, Ill., announces the Duet which copies anything including colored images like ballpoint pens and one or two-sided documents at 1c per letter size copy. Bottom section contains a dual-purpose exposure unit, which is convertible



to either diazo or photocopy at the flick of a switch, and a complete diazo unit with a top speed of 12 ft. per minute. Upper section contains a complete photocopy processing unit also geared to 12 ft. per minute. All three units are controlled by a single, graduated knob. In addition

to conventional photocopying, the Duet will produce a translucent master from which low-cost copies can be made in its diazo section. It copies anything up to 11″ wide by any length. The machine is 14⅛″ high, 19¾″ wide, 14¾″ deep; weighs 61 lbs.; operates on 115-volt, 60-cycle, single phase AC. **For More Information Circle No. 170.**

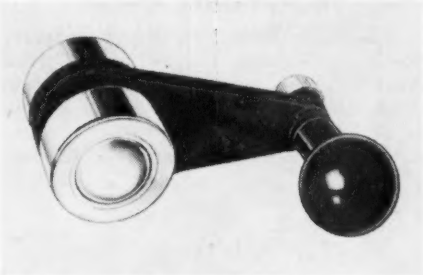
CALCULATOR

Bohn Duplicator Co., 444 Park Ave. S., New York 16, N. Y., announces the Bohn Contex-20 compact, portable, ten-key electric calculator. Weighing only 7 lbs. and smaller than a telephone, the machine adds, subtracts, multiplies and

divides at 360 cycles per minute. It totals to 11 columns (999,999,999.99) multiples from either left or right, holds a constant and has automatic decimal indication in division. Anyone can learn to use it in ten minutes. While easily portable, it is electric and automatic for heavy duty applications, and can be used full time in accounting or bookkeeping departments where workloads are heaviest. Costs $235. **For More Information Circle No. 141.**

OFFSET INKING CONTROL

Townsend Industries, Inc., Altoona, Iowa, announces a ratchet action crank for faster ink recovery on 1250 and 1250W Multiliths. The Speed-Flo crank replaces the round knob used in manually rotating ink-feed roller. A few spins give fast, im-



mediate recovery when inking becomes light in printing heavy solids. In addition, it is claimed that the use of this crank allows fountain screws to be set more easily, faster and more accurately, and that cleanup is easier. The Speed-Flo Crank can be quickly installed. Retail price is $9.95. **For More Information Circle No. 114.**

COPYING PAPERS

Photek, Inc., Box 1553, Providence 1, R. I., announces Photocopy diffusion transfer papers which offer a sharp deep-black image on white paper, faster processing time to permit almost instantaneous peel-apart after exposure and develop-

ment, and both dimensional and chemical stability. Photek Photocopy 8½″ x 11″ and 8½″ x 14″ positive and negative papers come 100 and 500 sheets to a box. Other sheet sizes will follow shortly. Designed to operate successfully on virtually all existing diffusion transfer office copying equipment, and will be supplied

with a carefully balanced Photek Developer Solution. **For More Information Circle No. 137.**

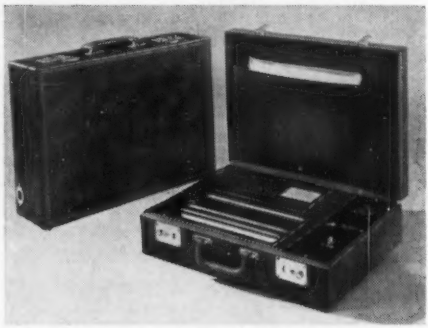
SECRETARIAL CHAIR

Remington Rand Systems Div., Sperry Rand Corp., 122 East 42nd St., New York 17, N. Y., announces the Adjust-A-Matic chair for secretaries. Seat is split in two equal halves, each half responding to the weight and movement on the two

"halves" of the body. Each section of the self-aligning seat is mounted on a flexible universal joint. Surrounding each joint is a large foam-rubber block that responds to body movements. Body weight is borne by the seat bones (ischial tuberosities), not by soft body tissue which might cause cramped circulation and fatigue. Adjust-A-Matic responds to even the slight motions of the body caused by breathing, to provide the three basic elements of correct seating: balance, support and motion. **For More Information Circle No. 153.**

COPYING MACHINE

Anken Chemical & Film Corp., Newton, N. J., introduces the Anken Attache, a portable copying machine built into an attache case for executives on-the-go, engineers, construction men in the field, lawyers, investigators, salesmen and others who need to copy data in the field or at reference locations. Weighing 12½ lbs., the attractively styled case in natural luggage color with brass hardware and dual security locks is ruggedly constructed to

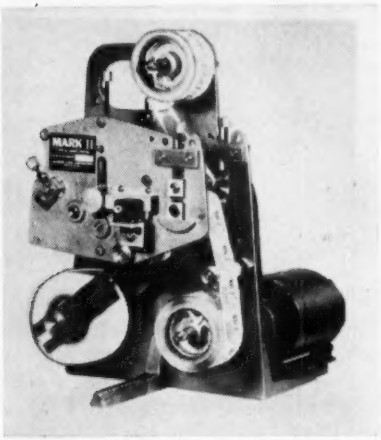


take the rigors of travel. It can copy any original up to 9″ wide by any length. Cut sheet negative and positive papers are stored in the top of the case. Can be used in daylight or under artificial lighting. Unit's exposure light source is an 8-watt, 12″ green fluorescent lamp, rheostat-controlled by a panel knob to compensate for varying shadings of originals. Overall dimensions are 17½″ wide, 12¾″ high, 4¾″ deep. Fully warranted for one year, costs $149.50. Anken also introduced a Contoura Attache model for $199.50 that combines all features of the standard model with the addition of a book-copier that fits into the case for use on maps, charts, blueprints and bound volumes. **For More Information Circle No. 163.**

LABEL & TAPE PRESS

Columbia Label Corp., 4755 N. Talman Ave., Chicago 25, Ill., announces the Mark II Label & Tape Press for companies using a large volume of pressure-sensitive labels or requiring a wide variety of copy changes. As easy to operate as the average duplicator, it can be mastered by unskilled personnel after a few minutes instruction. The Mark II prints, die-cuts, removes waste and rewinds pressure-sensitive labels or tape in one automatic operation at up to 150,000 labels per hour.

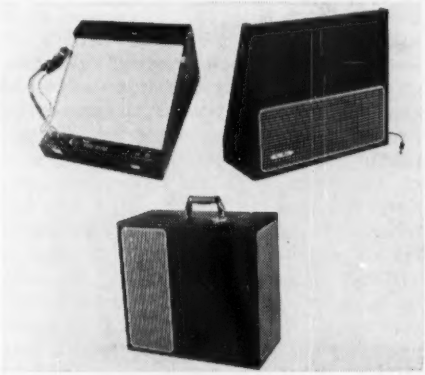
There is no need for preprinted or die-cut labels as press performs all necessary operations on plain tape or label stock, saving up to 80% and eliminating the need for large inventories. Utilizing flexographic plates it will reproduce any copy (including halftones). Plate changes require less than 15 seconds and cutting dies can be changed in less than a minute. It will print any size or shape label up to 2¼″ x 12″ on a variety of materials in-



cluding Kromekote paper, gold or silver foils, metalized Mylar, cotton cloth, vinyl, gummed and heatseal paper, etc. Columbia ink is available in 37 standard colors or exact shades can be matched. Press weighs 60 lbs. and requires less than 2 sq. ft. of table space. For more information and samples printed on the press, **Circle No. 194.**

PORTABLE PA SYSTEM

Perma-Power Co., 3100 N. Elston Ave., Chicago 18, Ill., announces a portable, self-contained public address system, Roving Rostrum, for use at business and convention meetings where a quick, simple, method of voice amplification is desired. Battery operated unit is contained in a single case, amplifies voice or music with good fidelity, clarity and high volume sufficient to reach an audience of 500 or more people. Inputs and outputs allow it to be used with a phonograph, radio, auxiliary speaker or tape recorder. Weighs less than 30 lbs. and requires no complicated setting-up, adjustments or warm-up time. Two speakers may be used singly,



or simultaneously for greater audience coverage. Each can handle the full 10-watt push-pull transistorized amplifier's full power. Anti-feedback speaker housings allow high volume without howls. Microphone response, 60-10,000 cps. Will operate on two standard lantern batteries for more than a year with moderate use. Costs $124.50 complete except for batteries; one-year warranty. **For More Information Circle No. 134.**

TYPE COMPOSING MACHINE

Visual Graphics Corp., 311 East 46th St., New York 17, N. Y., announces that the entire operation of the Photo Typosi-

tor film lettering machine is visible, automatic, electronically controlled and effortless. Enlarges or reduces from standard film alphabets (8 to 196 pt., ⅛" to 1⅞"). Operating in daylight it instantly develops each letter as it is exposed at an average cost of 2c per word. Letters can be slanted to the left or right, condensed or expanded, holding one dimension while changing the other, bounce, stagger, curve, interlock, letterspace, step-down, step-up, repeat and other variations. Thousands of variations in sizes, proportions and slants are possible from a single film lettering alphabet that costs $12. Machine fits on desk or table, and plugs into a 110-volt AC electrical outlet. Available on a declining lease basis averaging $40 per month which includes installation, instruction, complete operational kit and service. There is also a lease-purchase plan. For brochure, **Circle No. 155.**

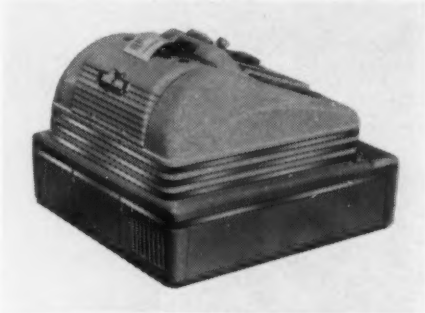
NAMEPLATES, LABELS PRINTER

Power Dispatchers Equipment Co., Box 1947, Milwaukee 1, Wis., announces Print-N-Press for making nameplates and labels. It includes a cutting board in an attache

case, knife, tweezers, burnishing tool and instructions. Materials and samples include four sheets of letters and numerals, pressure-sensitive materials with backing, lettering tapes, sealing tapes and paper sheets. With kit, user applies lettering tape, positions and transfers type, lifts off sheet and re-positions for next type transfer, applies protective tape, trims if necessary, removes backing and applies in place. Introductory offer for kit is $24.50 f.o.b. above; also ten-day free trial. **For More Information Circle No. 202.**

CASH REGISTER

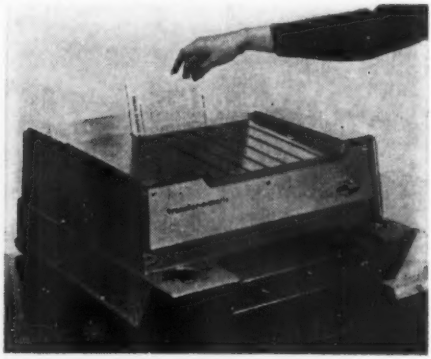
Regna Cash Registers, Inc., 175 Fifth Ave., New York 10, N. Y., introduces a "talking cash register," the Regna Item-



izer cash register which allows each customer to automatically hear a special offer or advertising slogan and see the firm name printed at the top of every itemized, dated and numbered ticket. For more information and prices, **Circle No. 165.**

COPYING MACHINE

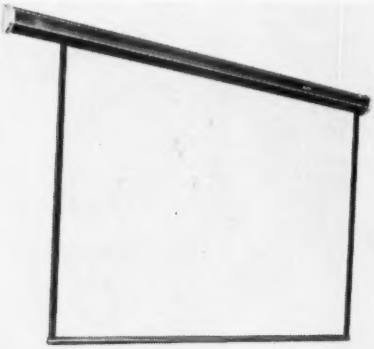
Ozalid Div., General Aniline & Film Corp., 513 Corliss Lane, Johnson City, N. Y., announces the Transfer-a-matic Convenience Copier which turns itself on,



makes exposure, peels away negative, adjusts itself to any length original, trims positive, delivers developed prints at a rate of four 8½″ x 11″ copies per minute, and turns itself off. A developing laboratory in itself, its wide photographic latitude compensates for variance in quality of originals, producing a good copy every time and eliminating waste. Multiple copies can be made in conventional diazo equipment for about 1c a copy. No lining up of the original and sensitized paper is necessary. When original is placed in machine, out it comes with a positive copy. Copies are dry, flat, with no curl, and will not stick to each other or to another surface. Machine will copy any materials up to 11″ wide by any length. It automatically cuts copies to the length of original; eliminates the need to stock various sized cut sheets of negatives and positives. Price of unit is in $600 range. **For More Information Circle No. 206.**

ELECTRIC PROJECTION SCREEN

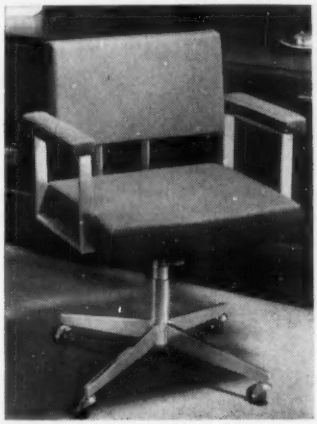
Da-Lite Screen Co., Inc., Warsaw, Ind., announces the electrically operated Cosmopolitan screen which can be easily recessed in the ceiling, behind a valance,



or mounted on a wall. An oiled-for-life, 110-volt, AC, 60 cycle motor with preset limits stops the screen in proper viewing position. Remote control switch is included. Touch of switch puts screen in position, ready for viewing. Screen surface of Da-Lite White Magic glass-beaded flame and mildew resistant fabric provides bright, clear reproduction of black-and-white and color slides, movies or opaque projection. Available in four sizes from 40″ x 40″ to 70″ x 70″, starting at $132. **For More Information Circle No. 135.**

CHAIRS

General Fireproofing Co., Youngstown 1, Ohio, announces the Goodform 600 group consisting of eight models, clerical,



secretarial, executive, and side or guest chairs. Contemporary in feeling, and with clean, modern lines, this furniture was developed for use where design requirements demand contemporary styling. The group incorporates all principles of Good-Form adjustable seating plus comfort and rugged durability. Designed to distribute user's weight over a larger body area, chairs are adjustable in height, depth, shape and pitch of seat, and angle between the seat and back. Constructed of aluminum with foam rubber cushioning to match modern office furniture and decor. Upholstery material is available in GF Vi-nel, Bedford Cord, GF Studio and custom fabrics. All models can be furnished with or without welts. **For More Information Circle No. 201.**

BOOK COPYING SERVICE

Micro Photo, Inc., 1700 Shaw Ave., Cleveland, Ohio, announces Duopage service which utilizes electrostatic principle plus a technique developed by Micro

Photo technicians during two years of experimentation and testing. Libraries and other organizations can have material printed on both sides of a single page, eliminating double thicknesses of paper. Page numbers appear in the same location as in the original book, and in the original corners of the pages rather than hidden in the binding. Libraries can replace volumes in existing sets without sacrificing additional shelf space. Volumes are supplied bound or unbound. Unbound reproductions enable libraries to use their own bindery to match volumes already on their shelves. Duopage is presently limited to books containing text matter and line drawings. As yet, no successful solution nas been found for duplicating halftones or photographs by this electrostatic process. **For More Information Circle No. 150.**

CHECKWRITER

Nippo Machine Industry Co., Ltd., 47.2 Chome, Tenjin-Cho, Nishi-Ku, Yokahama, Japan, announces the Nippo Wellon Elec-

tric Checkwriter which writes up to 200 checks per hour by rotating a dial both clockwise and counter-clockwise. There is no noise, and machine prints distinct figures. There is said to be no way that checks written by this machine can be altered. **For More Information Circle No. 340.**

PORTABLE COPYING MACHINE

Fotochrome, Inc., 1874 Washington Ave., New York 57, N. Y., introduces the Copy Traveler portable copying machine that weighs only 15 lbs. and can copy all kinds of printing or writing in 22 seconds. When case is opened, chemical trays automatically fill. When case is closed, fluids

are automatically sealed in leakproof bags so that machine may be carried without emptying chemicals. **For More Information Circle No. 128.**

BRIEFCASE-BAG

Stein Bros. Mfg. Co., 1401 W. Jackson Blvd., Chicago 7, Ill., announces a compact multi-pocket Brief Bag No. 8-5 which combines high styling with adapt-

ability for use as a business case or as a high style carryall handbag for pleasure trips. It has the capacity to hold important papers, catalogs or change of clothing for short trips. Brief Bag has

three expanding pockets, plus a handy outside pocket with its own flap and catch. Disappearing handles make it easy to carry as a brief bag or underarm case. Popular with women because of its attractive styling and roominess, and with men because of its well organized large capacity. Available in genuine top grain cowhide or Tufide. **For More Information Circle No. 140.**

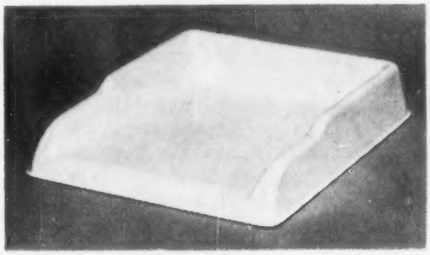
HANGING FILES

R. P. Gillotte Co., 1222 Sumter St., Columbia, S. C., announces its Oblique Filing System which provides easy access

to material from the side of folders. Each folder is individually suspended on a pair of tubes, spaced to form rails, by two pairs of hooks. Folders are heavy kraft and hooks are steel to hold extra heavy loads. Indexes on the side of each folder are 5½″ long. Index labels, 25 to a sheet (plain, alphabetical or numerical) for easy typing, come in green, red, blue, yellow, brown and white. Labels are protected with a transparent strip which can hold a file signal in any of five colors. Folders, in sizes from forms to x-ray, have snaps on either side to become interlocking hammocks or, by folding in reverse, they become closed folders. Rails can be installed anywhere in a space 14″ deep by 14″ high for letter size folders. Shelves, closets and storage areas may be converted to filing cabinets. **For More Information Circle No. 167.**

DESK TRAY

Associated Plastics, Box 835, Grand Prairie, Texas, offers a combination of color and design in a desk tray to harmonize with today's decorator offices while



fulfilling its desk function. The Decor-a-Tray is moulded in letter and legal size, double and single stand, from satin finish, high impact plastic to match telephone colors. Virtually indestructible, it withstands the hardest knocks, will not crack or warp, and does not stain or scratch. **For More Information Circle No. 149.**

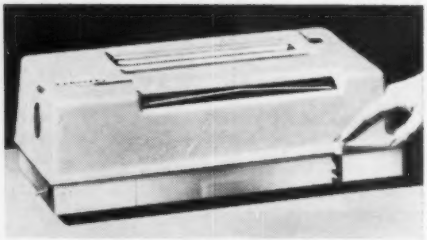
OFFSET PLATE

A. B. Dick Co., 5700 W. Touhy Ave., Chicago 48, Ill., announces a presensitized aluminum offset plate, called the 8000 series long-run plate, which can be used on any offset machine for high fidelity of reproduction up to 25,000 or more impressions. It produces dense solids and

clean halftones, is suitable for close register work on long-runs, and may be filed and rerun with ease. Plate handles easily and provides a wide operating latitude in processing and running. Company also makes shorter run metal plates and paper masters. **For More Information Circle No. 115.**

COPYING MACHINE

Photek, Inc., Box 1553, Providence 1, R. I., announces the Expediter 10, a $99.50 copying machine with push-button control and disposable developer cartridge. It offers fast, convenient operation, clean handling and perfect, perma-



nent copies. This 13-lb. portable machine features a disposable flexible plastic cartridge which, when inserted in the machine, fills or empties the tray by pushing a button, and is invisible from the outside. All handling of chemicals is eliminated and developer life is prolonged by the air-tight cartridge. The machine will copy all written, drawn, pencilled, typed and stamped originals, in any color, giving sharp, maximum contrast, permanent black-and-white copies. Housed in attractive beige-and-gold high impact styrene exterior with anodized gold-colored aluminum chassis. **For More Information Circle No. 139.**

NAMEPLATE

Pee Cee Tape & Label Co., 521 N. LaBrea Ave., Los Angeles 36, Calif., announces Tufmark, a durable, pressure-sensitive nameplate for product identification and instruction uses. The rugged, completely abrasive resistant nameplate proved practically indestructable in tests conducted by Pee Cee engineers and outside testing laboratories. Constructed of a 2 or 3 mil sheet of metalized polyester film with printing sealed between the transparent film, metalization and pressure sensitive adhesive, so that the nameplate becomes permanent and cannot be abraded or defaced. Labels are impervious to most oils, solvents, greases, weather and liquids. The Tufmark will perform between —300°F to +500°F. **For More Information Circle No. 130.**

CAMERA ENLARGER-REDUCER

M. P. Goodkin Co., Dept. 90P, 112 Arlington St., Newark 2, N. J., introduces an enlarging-reducing head for its Vertical 18″ and Vertical 24″ Cameras which allows the cameras to be used for making color and black-and-white prints or transparencies, enlarged, reduced or same size. Cameras are transformed, in effect, into

photographic enlargers accommodating up to 18″ or 24″ negatives or transparencies depending on the model of camera. Film-holder acts as negative or transparency holder, and copyboard becomes an easel on which light-sensitive material rests. Enlarging-reducing head fits on top of camera, its light is projected downward through negative or transparency. Image passes through camera's regular lens and is then projected, enlarged, reduced or same size, on the copyboard's film or photo paper.

Exposure is controlled by camera's standard timer while size of the finished print is predetermined by camera's regular calibration system. Unit adds only 24" to height of camera and can be moved about easily. Additional applications include reversing negatives, changing negative sizes and altering halftone screens to suit different paper stocks. **For More Information Circle No. 195.**

CASH REGISTER

Victor Adding Machine Co., 3900 N. Rockwell St., Chicago 18, Ill., announces that customized transaction keys are now available on Victor X-6 models which cost $179 plus tax. These cash registers

provide operators with a modern business control system. Enforced registration is available at no extra charge. Operators can record all cash sales, charge sales, received on account and paid out transactions. The Victor X-6 registers to $999.99 and totals one-cent less than $10,000. It can also be used as an adding machine. **For More Information Circle No. 200.**

SHELF FILES

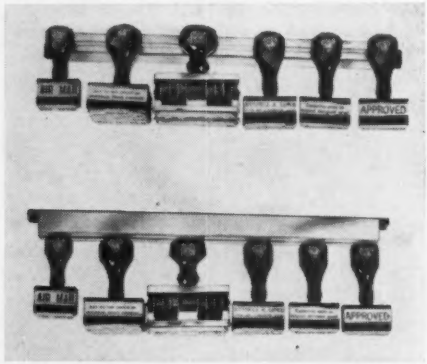
Supreme Steel Equipment Corp., 50th St. & 2nd Ave., Brooklyn 32, N. Y., announces a roll-out Conserv-a-file unit with shelves that can be pulled out for complete records accessibility from the top and front. (Patents are pending on this feature.) Records can be inserted or withdrawn without removing folders from the shelf. New folders are not needed since present top tab folders can be transferred to a roll-out Conserv-a-file.

All records on any shelf are visible at once, an advantage for the clerk who needs to know which records are in or out of the file. The line ranges from a two-tier desk companion to seven-tier units, in which the top pair are standard Conserv-a-file shelves for the storage of less active records. (In a six-tier unit the top shelf is reserved for storage.) One seven-tier unit is the equivalent of 9½ drawers of conventional filing and saves over 50% in floorspace. Units above counter height have posting shelves. Retractable doors and Supreme's gang lock are optional. Like the standard Conserv-a-file, additional roll-out units can be attached to starting units, either in rows or back-to-back. Available as a welded, assembled unit or as a knocked-down package. **For More Information Circle No. 151.**

RUBBER STAMP RACK

Delta Distributors, 20 E. Elizabeth Ave., Linden, N. J., offers the Stampost Magnetic Stamp Rack with a non-tarnishable chrome bar enclosing lifetime magnets. Bar can be screwed or cemented to a wall or counter. Available in 12", 18" and 24"

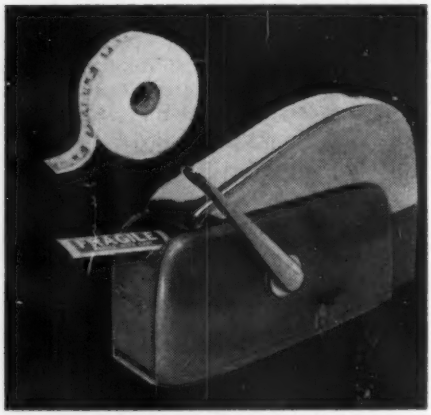
sizes to hold up to 16 rubber hand stamps. To convert old or new stamps to Stampost use, press tacks furnished with kit into



side or head of stamp. Then magnet holds stamps in place. The 12″ size is $6.50; 18″, $9.75; 24″, $13. **For More Information Circle No. 189.**

LABELS & DISPENSER

Nashua Corp., Nashua, N. H., announces the Model 210 National Perfect Labeler and preprinted Itstix Perfect Labels for package sealing. Larger labels, perfect registration and design-location,



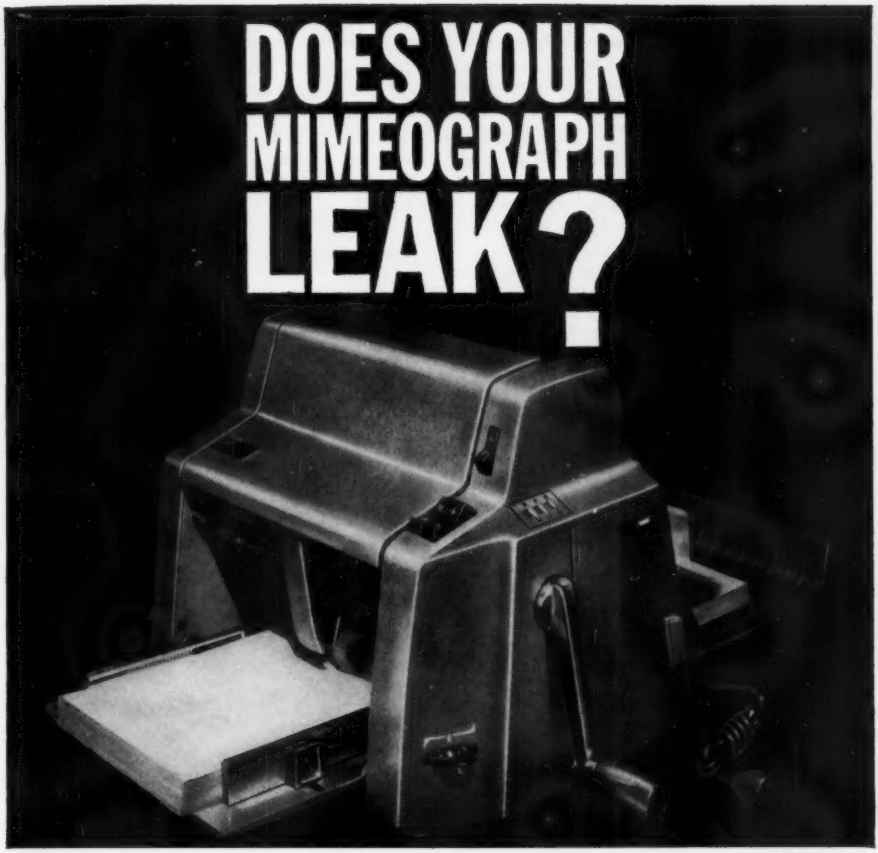
labor savings, convenience, better storage with longer shelf life, and easier handling are among the advantages of this equipment. Itstix Perfect Labels are larger for greater display possibilities and more useful printing area as product labels, warning stickers, markers, coding labels, routing stickers, etc. Model 210 National Perfect Labeler dispenses labels a full 1″ wide and 3½″ long, ½″ longer than previous labels. This 16% larger size reduces the number of double-length requirements in sealing larger than normal areas. Because perfect registration and design location are delivered automatically every time, partial labels, lopsided cut-offs, etc., are banished. Substantial labor savings are possible because time-consuming labeling methods involving messy or untidy applicators are unnecessary. There is no fumbling with loose labels. Since the Perfect Labels are prepared in roll form, moisture is sealed out and labels are dispensed without curl. The machine is light and compact; can be carried under one arm from one labeling station to another as desired. It may be operated with one hand, leaving a hand free for positioning the item being labeled. Preprinted Itstix Perfect Labels provide users with advertising messages, nomenclature information or identification markings to fit specific requirements. At present preprinted Perfect Labels are available in blue or red ink on white kraft tape. **For More Information Circle No. 159.**

PORTABLE PA SYSTEM

Siegler Corp., 875 S. Arroyo Pkwy., Pasadena, Calif., announces the Siegler Voice Case public address unit weighing less than 10 lbs., built into a standard

18″ x 21″ attache case leaving room for documents, and a writing platform for use on trains and planes. Battery-powered, it will reach an audience of over 200 people and give up to a year of normal use from

DOES YOUR MIMEOGRAPH LEAK?



Does your secretary get messy whenever she uses the mimeograph? Does she have to clean it for each job even when you're rushed? Are copies fuzzy and indistinct? If your answer is yes, **see the new Bohn Rex-Rotary** twin cylinder, paste ink mimeograph. It's the first really clean mimeograph; never leaks, stays clean, always ready for instant use. Always produces clean, sharp, printing-press quality copies. AND it sells for far less than other first quality mimeographs. Mail this coupon **today.**

BOHN DUPLICATOR COMPANY
444 Park Avenue South, Dept. C-16
New York 16, N.Y.

☐ Please arrange a demonstration in our office without obligation.

☐ Please send further information, including portfolio of samples printed on the Bohn Rex-Rotary.

NAME_____ COMPANY_____

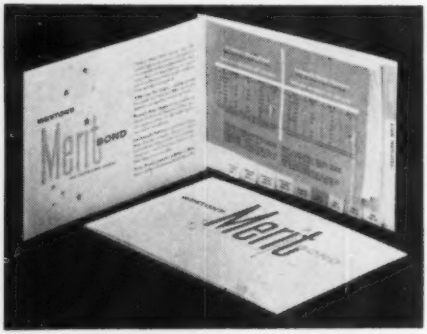
STREET_____ CITY_____ STATE_____

For More Information Circle No. 425

one set of batteries. Designed for the busy speaker who cannot always choose ideal circumstances under which to give his talks, the Voice Case has a lavalier microphone and 25 ft. of cord to assure complete freedom during his presentation. Volume control at base of microphone eliminates steps for volume adjustment, and makes it possible for user to operate at a distance from the speaker case. May also be used for amplification of tape recorders, radios and record players. **For More Information Circle No. 148.**

BOND PAPERS

Byron Weston Co., Dalton, Mass., presents the broad selection of 25% cotton fiber bond papers of its Merit Bond line in a colorful 5½" x 8½" sample book. Complete information as to stock sizes, substance weights and weights per 1000 sheets of standard items is compactly and clearly presented with details on opaque



bond, typewriter sizes, packets, envelopes and stationery cabinets. Samples in a die-cut arrangement present the full range of weights, fluorescent white, traditional white, colors and opaque white. For a copy, **Circle No. 144.**

CARBON COPY SETS

Interchemical Corp., Copying Products Div., 417 East 7th St., Cincinnati 1, Ohio, announces development and marketing of Speed-I-Copy carbon paper sets which offer a specially formulated, extra-white tissue sheet against which manually or electrically typewritten carbon copy appears in sharp, easily readable contrast. Tissue copies are tear-resistant, and easy to handle. Other features are: high-quality, sharp impressions from a specially formulated, one-time carbon paper and light, non-tack adhesive to permit quick separation after typing and eliminate adherence of copy to other papers in file. Packaged 500 to a box with perforated die-cut scoop opening at one end, at no advance in price over regular copy sets. **For More Information Circle No. 108.**

FOLDING CHAIR

State Industries, Adjusteze Furniture Div., 4019 Medford St., Los Angeles 63, Calif., offers a steel folding chair which features

wall saver construction (rear legs protect walls by extending beyond the back), pitched forward seat for greater seating area; and non-crush back with a heavy gauge roll which will support up to 300 lbs. when laying flat. Other features are safe, non-tip seat construction; three welded and brazed footrails; 18 gauge U frame construction; multiple contoured seat and back; baked enamel finish. Chairs are also available with replaceable foam cushion upholstered seats. **For More Information Circle No. 192.**

ADHESIVE

Avery Label Co., 1616 S. California Ave., Monrovia, Calif., announces Gum Tacks for quickly fastening paper and

THEY'RE A TEAM!

For the long haul, it pays to harness up the right team and get powerful results. These two PHOTORAPID **exclusives** rely on teamwork.

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MAKE YOUR OWN METAL OFFSET PLATES IN 60 SECONDS — ONLY 39¢ COMPLETE!

- MAGI-PLATE gives truly professional results when used with the PIONEER PLATEMAKER—or you can use your present photocopy equipment.
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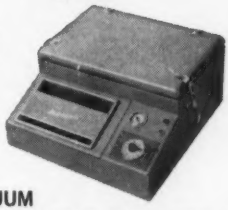
Photorapid

PIONEER II & III

PLATEMAKERS



THE ONLY VACUUM PRINTER AND PROCESSOR MADE FOR USE WITH MAGI-PLATE

- The first one-piece completely self-contained vacuum printer and processor. Designed for perfect, professional reproduction from paste-ups.
- New heavy-duty electric vacuum pump.
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- PIONEER III—14" x 24" printer surface.

FOR BEST RESULTS THEY BELONG TOGETHER!

- Make plates from anything the eye can see...from half-tones, solid images and colors... with sharp, clean photographic lines!
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DEALER INQUIRIES INVITED

For More Information Circle No. 437

It's the Compact . . . compact in appearance and in fact. And notice . . . the compactness is between the keyboard and the carriage. All the dead air space has been engineered out. But the important work areas are set up the same as in other electrics. The carriage is a full 12 inches and the return is electric—automatic. The keyboard, too, is full size (and with new features). This is the whole idea—compactness. This is American engineered compactness—a more efficient product to do the job and so a more efficient price —$225*. Available in three decorator colors and all the crisp type styles you'll ever need. See the Compact today. Call your local Smith-Corona Marchant representative, or mail coupon on opposite page. *Plus tax

the compact office electric by Smith-Corona Marchant: $225*

SCM SMITH-CORONA MARCHANT
410 PARK AVENUE, NEW YORK 22, N. Y.

other materials together. Packaged in an automatic dispenser carton which allows user to remove a single Gum Tack, which is pressed down on any dry, clean surface to deposit a small round dot of pressure-

sensitive adhesive for affixing a wide variety of materials without moistening, such as paper, plastic, glass, fabric and foil. Retails for 49c. **For More Information Circle No. 160.**

PAYROLL SYSTEM

Figure-Write Business Systems, Box 61 Hillside Manor Branch, New Hyde Park, N. Y., makes a one-writing payroll system for use with 20 or more employees. Using

preshingled forms, anyone can produce check with stub or cash payroll statement, employee earnings record and payroll journal with check register, simultaneously. No pegging or unpegging is necessary. Carbon paper handling is eliminated by

Big Brother to the Compact!

All-new Smith-Corona 400

- **Push-button ribbon control** selects carbon or fabric ribbon instantly. (Erasure ribbon optional.)
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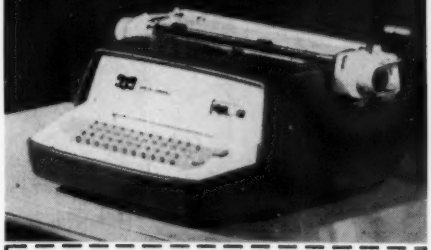
- **Push-button Copymatic** impression control assures perfect originals, crisper carbons.
- **Automatic paper injector** simplifies quick in-and-out handling of every page . . . perfect margins.



09

Smith-Corona Marchant Inc.
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Please send me more information on
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☐ "50 Checkpoints To Help Improve Your Office and Personnel Efficiency"

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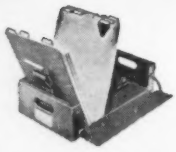
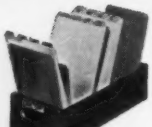
SMITH-CORONA MARCHANT

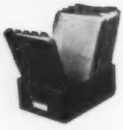
For More Information Circle No. 458

P.E.C. 'MATIC'
POSTING EQUIPMENT
FOR MODERN
OFFICE PROCEDURES
Room 637-A NSOEA Convention, Chicago

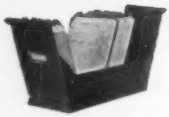
DUO-MATIC POSTING TRAYS AND STANDS

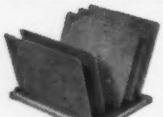

PORTA-MATIC POSTING TRAYS AND STANDS


TILT-O-MATIC TRAYS
(For register forms)


V-MATIC TRAYS
(Small capacity containers)

HANDI-MATIC TRAYS
(For writing board and machine accounting—records requiring small capacity containers)


EXPANDI-MATIC
(Designed for installations where space is at a premium)


TILT-O-RACK
Desk organizer

PRESTO TRAY
Posting tray for ledger sheets of varying widths

WRITE—For Information On The Complete P.E.C. Line

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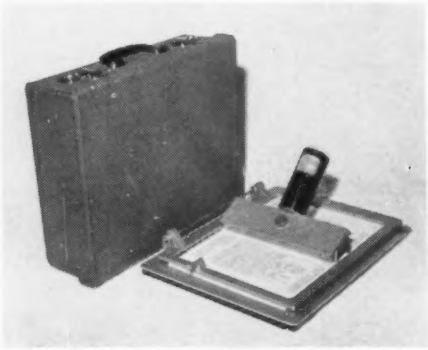
SOLE DISTRIBUTORS FOR
POSTING EQUIPMENT
Corporation
1721 Elmwood Ave., Buffalo 7, N. Y.

For More Information Circle No. 375

the use of NCR paper for forms. Edge punched checks provide easy bank reconciliation and eliminate hand sorting at end of month. Forms are shingled filed semiannually right in the work binder. Same checks can be used for accounts payable if desired. A Figure-Write system complete with all forms for 20 employees is $99.90, and $2.39 for each additional employee (less for large payrolls). **For More Inforamtion Circle No. 204.**

PORTABLE SPIRIT DUPLICATOR

Esco Import & Sales Co., Dept. 2, 41-24 52nd St., Woodside 77, N. Y., announces a portable spirit duplicator which has no drum. It prints quickly and cleanly on paper, cardboard, wood, glass, in books, or on any flat surface, and is said to pro-



duce up to 150 impressions of a master. Bottle of fluid is screwed into the handle and regulator screw adjusted to moisten felt. Master, which can produce in several colors with interchangeable carbons, is placed in frame and clamped with a stretcher. Copy paper is inserted and aligned at left. Frame is then opened, paper is moistened slightly with felt, frame is shut and roller moved over the sheet. To print in books, etc., felt is used to moisten object, sheet is placed over them and impression is made with roller. Unit is approximately 14½" x 11¾" x 4¼" and weighs slightly over 10 lbs. Comes with carrying case, or can be carried in a briefcase. Suggested retail price is $39.80. **For More Information Circle No. 203.**

TABLES & CHAIRS

Howell Co., 434 South 1st St., St. Charles, Ill., announces that improvements have been coordinated in its Encore upholstered furniture group, including a wedge shaped occasional table, clamp-on tables, 36″ round top occasional table, upholstered benches and a sculptured armchair. To turn a corner with regular size armchairs, a wedge shaped plastic top table, 27″ long, has four clamps that attach to Howell armchairs. Also available with three legs as a free standing table. With two tables attached between three chairs, a corner can be turned

with little wasted space and units interlock as a permanent group. The 36″ round occasional table with laminated plastic top is 15″ high. Rectangular occasional tables come in three sizes. Upholstered benches 18″ x 27″ provide additional seating units. Same frame can be fitted with an 18″ x 27″ laminated plastic top to be a free standing occasional table. A sculptured Danish look is offered in a one piece seat and back molded plywood and upholstered armchair with matching ⅞″ square tubular frame finished in satin chrome or bronzite metal baked on finish and solid walnut arm rests. Two companion molded plywood seat chairs have the same basic frame plus stacking feature. Improvements in chairs include no-sag spring construction under the 4″ foam seat, buckram mesh

Decorator Line

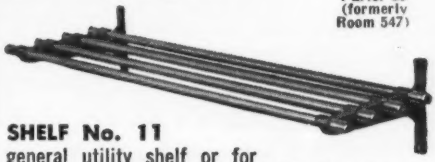
Aluminum COAT and HAT RACKS

STYLED to harmonize with fine appointments, these smart wardrobe units are quality built of closed-end aluminum tubes rigidly held in cast aluminum brackets. Permanently beautiful in "clear" or "gold' anodized finishes. Mount at any height, on any wall—singly, end-to-end or in tiers, to give any desired capacity. Brackets adjustable to exact centers. Come in lengths by the even foot up to and including 8 feet.

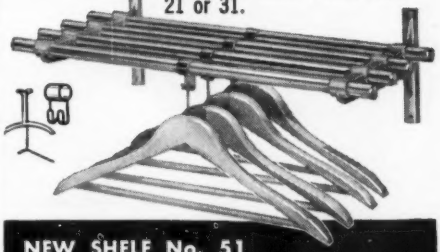
SHELF No. 21
has full length Hanger Rail extending 11⅝″ from wall.

SHELF No. 31
has staggered, die cast, anchor-style coat hooks instead of Coat hanger rail.

See us at the NSOEA convention Parlor 29 (formerly Room 547)



SHELF No. 11
general utility shelf or for extra hat shelf above types 21 or 31.



NEW SHELF No. 51
Compact space saving design with four Y-18 hangers which mount in special Y receptacles parallel to wall.

Write for Bulletin DL-10

VOGEL-PETERSON CO.
Rt. 83 and Madison St. • Elmhurst, Illinois

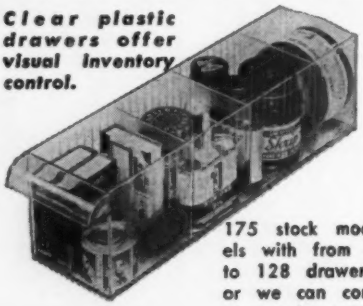
For More Information Circle No. 285

FREE!

The perfect cabinets for storing small OFFICE SUPPLIES

This new catalog illustrates the efficient and scientific storage of small items. This proven system CUTS COSTS by saving time and space.

Clear plastic drawers offer visual inventory control.



175 stock models with from 6 to 128 drawers, or we can construct to your specific needs.

A-M

WRITE FOR FREE CATALOG TODAY!

AKRO-MILS CABINETS

Box 989-G • Akron 9, Ohio

For More Information Circle No. 266

liner, foam strip padding on seat corners and Walnutone baked finish on the square tubular frames. **For More Information Circle No. 127.**

COPYING MACHINE

Minnesota Mining & Mfg. Co., Dept. L1-263, 900 Bush Ave., St. Paul 6, Minn., announces modifications to improve per-

formance of the Thermo-Fax Premier copying machine. A reflector now makes possible the use of white copy papers while the machine's copying surface has been redesigned to permit copies to be made closer to the binding of books and magazines. A speed control dial features fingertip adjustment for easier operation. **For More Information Circle No. 112.**

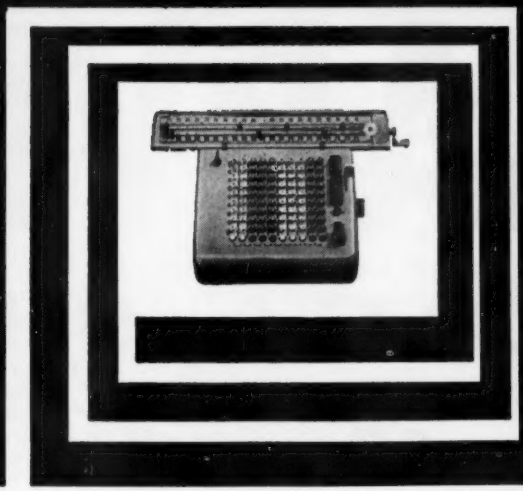
CHARTMAKING SYSTEM

Duchart, Inc., 480 Lexington Ave., New York 17, N. Y., announces a system for making charts without ruling, drawing, hand lettering, measuring or figuring in one-third the time. Bar, pie, line and other charts can be almost any size, for reproduction or projection, in black-and-white or colors. The system uses ready-to-assemble materials supplemented by calculating and measuring devices. Operations that usually take 20 to 40 minutes can be done in two to four minutes with a razor blade, straight-edge and rubber cement. Materials include preruled background-

NEW—*Another Achievement from Monroe*

Never before has so much calculator function been compacted into so small a unit. Or so low a price. This is LA-9, the newest, the ultimate in Monroe's famous L line calculators. This one's honored antecedents today are accomplishing their time and money saving missions on more desks in American business than any other calculator. LA-9 covers less area than a letterhead sheet, weighs less than 18 pounds. Yet this new compact automatically performs many of the jobs that much bigger and costlier machines do. Its peak performance is guaranteed and maintained by Monroe's nationwide service organization. And at so moderate a price, it can quickly pay for itself through its efficiencies. for CALCULATING · ADDING · ACCOUNTING · DATA PROCESSING MACHINES

See the MAN from MONROE



Monroe Calculating Machine Company, Inc. Sales and service in principal cities everywhere. General offices, Orange, N. J. A DIVISION OF LITTON INDUSTRIES

For More Information Circle No. 335

Photo-Copy Dealers

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for the...

GREEN MARVEL

ON DISPLAY . . . BOOTH 108

N.S.O.E.A. SHOW

Speed-O-Print

BUSINESS MACHINES CORPORATION

1801 W. LARCHMONT AVE., CHICAGO 13

For More Information Circle No. 395

boards, and bars and pies (circles) on special paper with scales printed on the reverse so they can be quickly cut to proper size. Self-adhesive tabs speed dotted or solid lines; others carry index years, months, figures and symbols. For main wording, an inexpensive lettering method

gives a printed effect. A 24-page book explains chartmaking and illustrates more than 50 types of charts in three colors. The manual, which may be used independently, costs $2.75. Introductory order for materials to make 10 to 25 charts is $47.50. **For More Information Circle No. 157.**

TIME COMPUTER-RECORDER

Cincinnati Time Recorder Co., 1733 Central Ave., Cincinnati 14, Ohio, announces the Compu-Tymer time recorder on which individual time worked by an employee on a particular job is automatically computed and printed. In job time payroll systems, employees' timecards are ready for auditing and processing without arithmetic calculations of job time. Employee inserts standard timecard and pushes lever to imprint a circle with eight hours, designated in tenths. When job is finished, card is again inserted, out lever pushed, and time recorder imprints amount of time worked. Designed for plants keeping daily cost records by job and employee, system employs a timecard for each job worked by an employee. If he

GUARANTEED TO

REDUCE YOUR STAPLING COSTS 50% OR YOUR MONEY BACK!

Why pay for hand-stapling office overhead *needlessly?* Try the amazing Staplex Automatic Stapler for 10 days —*at our expense.* We guarantee it will cut your present costs in half...or you don't pay a cent!

Over 100,000 users have *proved* Staplex's economy. Machines staple automatically—as fast as you feed them. No training needed. No drudgery. Take advantage of this unique money-saving offer now. Write for details.

The STAPLEX Company

775 FIFTH AVENUE, BROOKLYN 32, N. Y.

World's Largest Manufacturer of Electric Staplers

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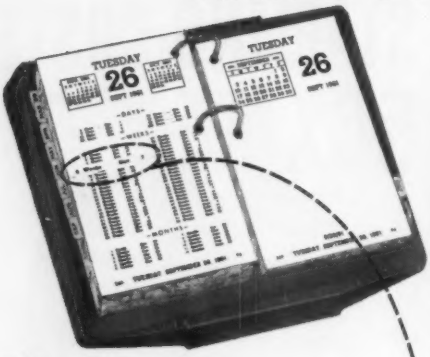

Did you know . . .

THIS EXCLUSIVE Schedule-A-Date Calendar with Future Dates on each left-hand page for days, weeks and months for a whole year in advance, is available only from Keith Clark or Defiance.

Complete line of Desk Calendars with bases in attractive decorator colors.

Order from your Stationery Supplier or write for FREE Catalog and name of nearest dealer.

Keith Clark & Defiance Calendars Manufactured by —

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New York 36, N. Y.

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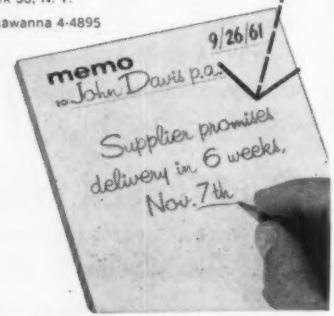
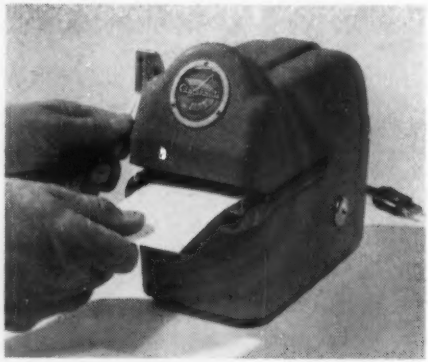


For More Information Circle No. 264

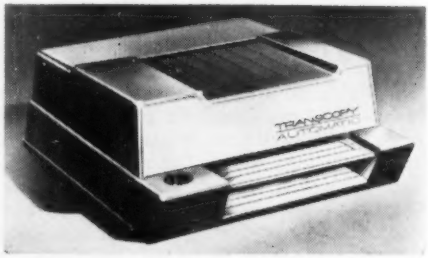
works on five jobs during the day, five cards are used. Incomplete cards are turned in at the end of each day and new ones issued the next day. Single or multiple



units may be installed. Units may be controlled by an automatic timer to eliminate nonworking time such as lunch or rest periods. Individual units are simply plugged into any 115-volt circuit. May be mounted on wall stands, small tables or brackets. **For More Information Circle No. 190.**

COPYING MACHINE

Transcopy, Inc., Newton, N. J., announces an automatic copying machine that turns itself on when an original is inserted, makes exposure, peels away negative, adjusts itself to any length, trims



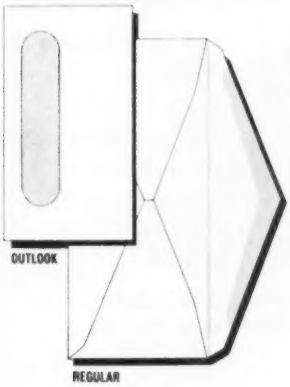
positive and delivers developed prints at four copies a minute. Takes any kind of original up to 11″ wide by any length, makes clear black-and-white copies of all colors, produces high quality copies that are permanent and legally acceptable. No

Your company communications make a better impression with

Epic* Executives

Regular & Outlook®

. . . the new, executive-style envelopes for modern business. . . . save money, too.



FREE SAMPLES. Top quality printing is enhanced by the whiter, **brighter** paper used in making EPIC Executives. Compare printed samples of EPIC Executives with the envelope you're now using. You'll be impressed! Ask your printer or paper merchant for free samples of Epic Executives, or write Dept. TX-4, United States Envelope Company, 21 Cypress St., Springfield 2, Mass.

USE UNITED STATES ENVELOPE

*T.M. Reg. Applied for by U.S. Envelope Co.

GENERAL OFFICES: SPRINGFIELD 2, MASS. WORCESTER • SPRINGFIELD HARTFORD • ROCKVILLE • NEW YORK • METUCHEN • ATLANTA • INDIANAPOLIS CHICAGO • WAUKEGAN • DALLAS • LOS ANGELES • SAN FRANCISCO

For More Information Circle No. 443

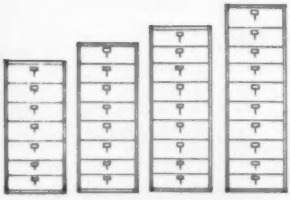
96 ways to

- ☐ Easier Filing
- ☐ Higher Morale
- ☐ Increased Efficiency
- ☐ Error Reduction

VS | Visi-Shelf

First and foremost in its field, Visi-Shelf is the only concept of filing, conceived and engineered specifically for the express purpose of shelf filing.

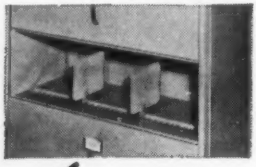
Developed to meet the constant problem of crowded filing areas and overcrowded files, the Visi-Shelf filing system has solved these problems by making it possible to file **"MORE THAN TWICE AS MANY RECORDS IN THE SAME FLOOR SPACE"**



3 Series — 2 Widths

(30" & 36") — 4 Heights

= 96 Filing Combinations



Exclusive VS features include:

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plus **Light weight patented Drop Doors**
Face mounted Reference Shelves

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CITY..... ZONE..... STATE.....

For More Information Circle No. 213

lining up of original and sensitized paper is necessary: original is fed into machine, and after exposure is instantly returned to operator; peeled, ready-to-use positive copy is ejected. Copies are flat, with no paper curl, and no time is wasted waiting for them to dry. Copies will not stick to each other or to any other surface. Machine automatically cuts copies to length of original, and because it is fed by 150 ft. of copy paper inside unit the need for stocking various size cut sheets of negatives and positives is eliminated. The 22″ wide, 18″ deep, 10″ high casing is molded of high impact polystyrene. Weighing 65 lbs., machine is easily accessible for operators to replenish paper. One-piece plastic top, hinged at rear, flips up to expose entire mechanism. Developer tray and rolls slide out for easy cleaning. Reserve tank inside machine automatically refills developer tray when fluid drops. Single control is used for exposure. Wide photographic latitude compensates for variance in originals, producing usable copy every time to eliminate waste experimental copies. No paper safe or extra equipment is needed. Visual and audio signals indicate need for new paper supply. Price is in the $600 range. **For More Information Circle No. 123.**

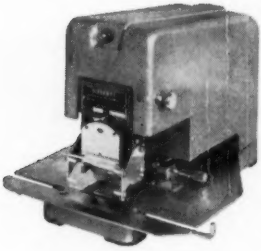
TABULATING RIBBON

Carter's Ink Co., Cambridge 42, Mass., announces Tabulink ribbons for IBM tabulators, alphabetical interpreters and all models of IBM key punches. Made in silk for longest wear and sharpest copies, and cotton for good wear and lower initial cost. Ink formula gives ribbons longer life and fast ribbon recovery. Tabulations look more uniform and crisp, and are easier to read. Ribbons gave up to 25% more wear in on-the-job tests. **For More Information Circle No. 111.**

GLAZING FOR PARTITIONS

Rotuba Extruders, Inc., 437 88th St., Brooklyn 9, N. Y., makes Extru-Lite P2 corrugated translucent plastic panels for use in the manufacture of partitions. Both

The new
ROBERTS E-77
for precise
ELECTRIC NUMBERING

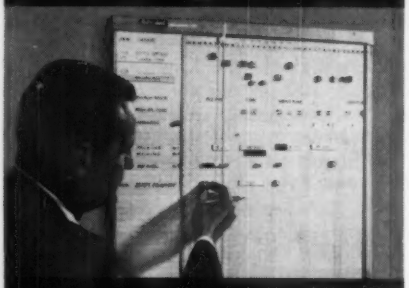


HELLER ROBERTS
Manufacturing Corporation

The Roberts E-77 heavy duty electric numbering machine is a highly versatile general purpose unit designed to number through carbons with exact positioning of the number through adjustable left, right and rear work guides. Instant choice of consecutive, duplicate and repeat. Eight styles of numbering heads to choose from, with figures up to king size 5/16 in. Die plate offers 1¾ sq. in. of message space. Throat depth six inches, automatic cutout protects solenoid, plastic front safety guard, reversible rubber platen, choice of hand or foot operation. No installation, just plug in. Roberts numbering machines have been famous since 1889. Write Roberts Numbering Machine Division, Heller Roberts Manufacturing Corp., 700 Jamaica Ave., Brooklyn 8, N. Y.

For More Information Circle No. 262

A new kind of
MAGNETIC
scheduling...



Rol-a-chart combines write-on/wipe-off entries on a rolling sleeve with . . .

MAGNETS
that MOVE with time

Schedule orders, deliveries, production, machine loading, maintenance, data processing, sales.

Rol-a-chart T. M.
MAGNETIC
Visual Control Boards

Send for
FREE Scheduling Guide
and sample chart section

Rol-a-chart • P.O. Box 291
Mill Valley, California

For More Information Circle No. 265

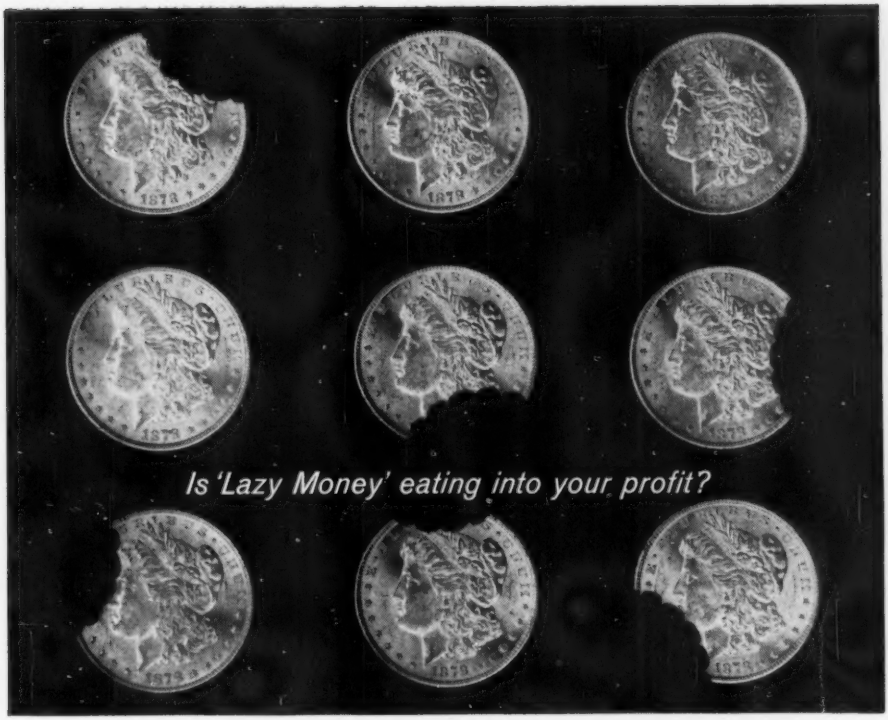
partitions and lightweight glazing filler can be prepackaged together for lower freight costs. Panels are easy and safe to handle without sharp edges to scratch and without

breakage. They will not splinter on impact. Top edge is smoothly polished at no extra cost to expedite installation. Easily maintained by simply washing with a mild detergent; no polishing. Extru-Lite P2 fluted opal white polystyrene panels come in stock heights up to 28″, widths to 72″, 7/32″ thick. For free samples and prices, **Circle No. 341.**

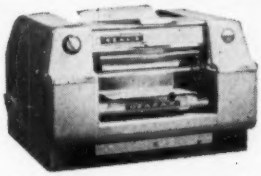
READING MAGNIFIER

Franklin Magnifier Co., 1133 Broadway, New York 10, N. Y., offers a hands free magnifier made of unbreakable crys-

tal acrylic, which lies flat on a page, yet magnifies an entire line of type without distortion. Measuring 5½″ x 1″, it comes in a plastic carrying case. One can read up to five lines at a time in contracts, telephone books, price lists, directories, and



Bill and Collect Faster with the Ozafax 120



OZAFAX 120®
Lowest priced one-step whiteprinter on market. Reproduces any translucent material up to 11" wide. Fits easily into your present order-invoicing system.

"Lazy money". . . money tied up by laggardly billing . . . ups your costs, cuts your profit, dulls the competitive edge of your product.

Eliminate it. Get and keep your billing up to date with the Ozafax 120. Order-invoicing by Ozalid, fastest known way to process your orders, frequently reduces the time cycle between shipping and billing from 8 days to 2!

Faster, error-proof Ozafax billing saved one company $15,000 yearly . . . another $17,000. What can it save you? Make your money work harder for you. The coupon brings facts on this compact, multi-purpose table copier. Mail it today.

OZALID®

Division of General Aniline & Film Corp., Johnson City, N.Y.

Mr. James A. Travis, Mgr., Marketing
Ozalid, Dept. **114,** Johnson City, N.Y.

More information please, on how the Ozafax 120 can increase my liquid assets.

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Firm_____

Address_____

City_____

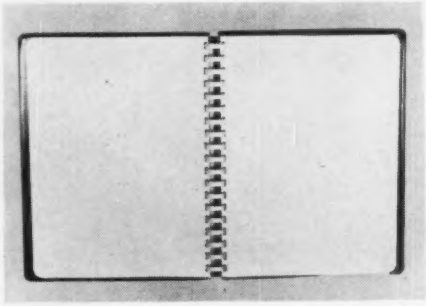
REMEMBER, FOR PEAK EFFICIENCY, ALL OZAFAX COPIERS WORK BEST WITH OZAFAX SENSITIZED MATERIALS

For More Information Circle No. 227

other publications containing small print. Retails for $1.98. **For More Information Circle No. 208.**

LOOSELEAF BINDER

Bindematic Corp., 1500 W. Third Ave., Columbus 12, Ohio, offers a two-piece cover Bindematic ring binder which allows

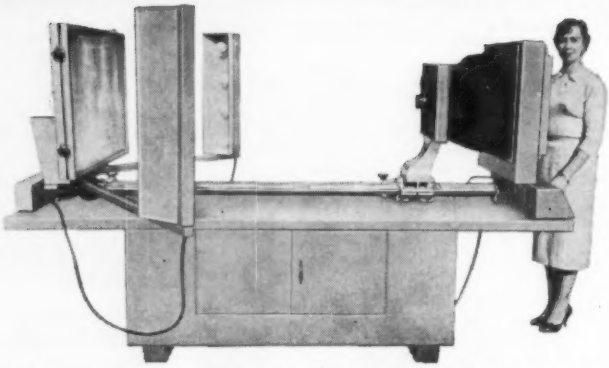


changing covers or backbone at will. Each customer can select the style and type cover best suited to his individual needs and construct a completed ring binder to his exact specifications. Available in many colors and styles for business or industrial applications. Light weight to save money in mailing. Slim design allows book to hold more; requires less area in files or on shelves. Sturdy anodized aluminum backbone can withstand roughest handling. Strong, tapered multi-rings will not lose their form in highest temperatures. Papers won't snag or tear on the rings; no reinforcements are necessary. For brochure, **Circle No. 161.**

CHAIRS

Royal Metal Mfg. Co., 1 Park Ave., New York 16, N. Y., makes a line of lighter office chairs to match contemporary architectural trends. The 300 series chairs come in eight basic models from executive to secretary. Slim lines create a unity of design that permits furnishing an entire office from the one group. Frames are finished in Royal chrome or a variety of baked-on enameled colors. There are

Now... choose from 4 Miller-Trojan SHARPSHOOTER models!



This new model Sharpshooter has a 24" x 36" copy board, reduces 5 times, enlarges 2 times, makes negatives up to and including 14" x 18". Can be modified further to handle larger copy or make larger negatives. Other Sharpshooters include: standard 11" x 14", 14" x 18", and the M-3 (designed especially for Ektalith, Gevacopy and Xerography). Camera training courses now in session. Write for equipment catalog and information on training.

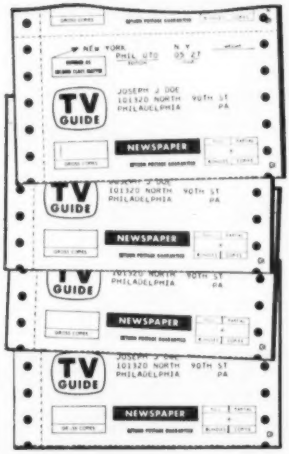
Miller-Trojan Co., Inc. • Troy, Ohio

For More Information Circle No. 267

NCR Paper
no carbon required

"NCR PAPER saves us its entire cost... each year."

TV GUIDE, Radnor, Pa.



"We use NCR Paper (No Carbon Required) for multiple-copy distribution forms to speed delivery of TV GUIDE to our millions of readers.

"The cost of NCR Paper is sometimes higher than forms with carbons. But its time savings and other advantages have a money value that more than offsets the extra cost.

"We process forms much faster and more efficiently because we do not have to insert or remove carbons. Instead, NCR Paper originals and copies are picked up as a complete unit, ready for processing. All this saves valuable time and reduces operating expense.

"We estimate the time savings and increased efficiency of NCR Paper enable us to save the entire cost of the paper, each year."

Publisher TV GUIDE

NCR PAPER ELIMINATES CARBON PAPER

ASK YOUR LOCAL PRINTER OR FORMS SUPPLIER ABOUT NCR PAPER

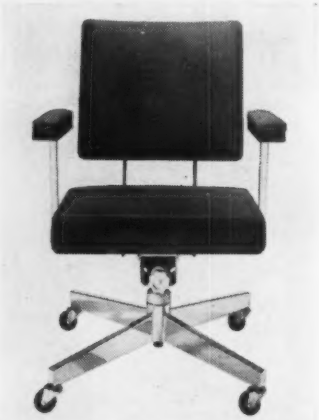
Another Money-Saving Product of

THE NATIONAL CASH REGISTER COMPANY, *Dayton 9, Ohio*

1039 OFFICES IN 121 COUNTRIES
77 YEARS OF HELPING BUSINESS SAVE MONEY

For More Information Circle No. 401

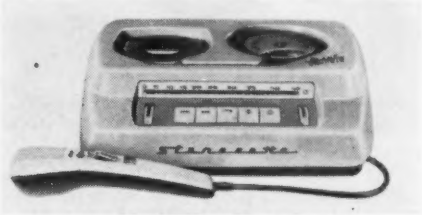
four executive chairs with posture backs and fixed backs, two side chairs, one armchair and one secretarial chair. All are



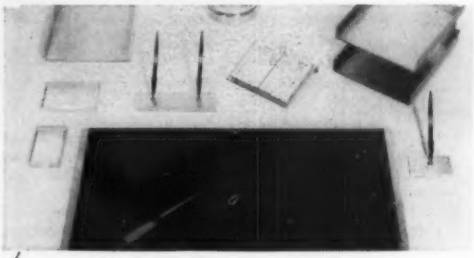
cushioned with foam rubber at an angle to reduce sitting fatigue. Armchairs have arm rests of solid wood, upholstery or a combination of wood and upholstery in Royalcord, a light, hard, non-bulky cloth that compactly forms into square shapes and comes in decorator colors. **For More Information Circle No. 118.**

DICTATING MACHINE

DeJur-Amsco Corp., 45-01 Northern Blvd., Long Island City 1, N. Y., announces that, in addition to the regular push-button controls, the Stenorette-TD



has a built-in telephone recording device that enables the user to record telephone conversations, without removing the



handsome & handy

★ ★ distinctive desk accessories by

DUK-IT

A desk set built for constant use that offers distinctive styling at a moderate price. This line is crafted from solid aluminum or solid brass to match or harmonize with any decor

2400C **Desk pad** 20x34 with black linoleum center Full felted bottom.
2406 **Open ash tray** with 6" liner.
2478 **Daily calendar pad** book style.
2485 **Memo box** holds standard 3x5 sheets.
2486 **Memo box** holds standard 4x6 sheets.
2488S **Single pen holder** — standard socket.
2488D **Double pen holder** with standard sockets.
2490 **Letter opener** with forged blade.
2499S **Single letter tray** with felted base. 10x13.
2499D **Double letter tray** permanently fastened, with felted base.
Write for Catalog.

McDONALD PRODUCTS CORP.
238 Duk-It Building, Buffalo 10, New York

SHOWROOMS
NEW YORK — 225 Fifth Avenue
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LOS ANGELES — 5115 South Western Avenue
DALLAS — 1050 Dallas Trade Mart

For More Information Circle No. 257

New Kodak Ektalith Method saves estimated $1325 per month in master-making costs!

Cost of making 500 masters per month reduced nearly 50% with new Kodak Ektalith Method

Kodak Ektalith Processor, Model 20 (to left in background) teams up with darkroom camera

Detroit Edison Company gets high-quality offset masters by installing $875 Kodak Ektalith Processor in Copying Section.

This unit, in combination with camera, produces offset paper masters (for reduced, enlarged, or same-size copies) in 3 fast, easy steps:

Just expose . . . process . . . transfer . . . and the plate is ready for the duplicator at a fraction of the former cost and time for camera-produced metal plates. Total savings are estimated at $2.65 per plate.

Kodak Ektalith-made plates reproduce solids without mottling . . . all but end need for plate clean-up work. They have proved highly satisfactory for 500 or so of the short-run orders that are handled monthly at Detroit Edison.

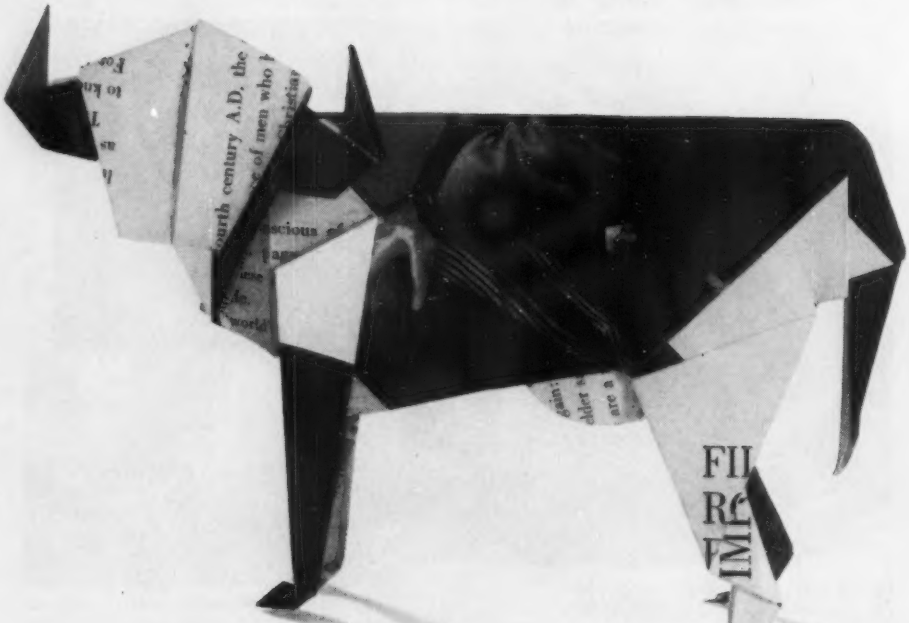
Free booklet gives details on versatile Kodak Ektalith Method and Ektalith units designed for office and darkroom use. It will pay you to call your local Kodak Ektalith Dealer or write Eastman Kodak Company, Photo Reproduction Products Div., Rochester 4, N.Y.

Price is list and subject to change without notice.

KODAK **Ektalith** METHOD ***...puts you ahead in offset duplicating***

Kodak TRADE MARK

For More Information Circle No. 400



There once was a sacred cow among users of printing papers.

It said that only a heavy paper was bright and opaque enough for fine printing and duplicating. Then Olin developed a new concept in papers, called Waylite. It's a lightweight stock with extreme whiteness and great strength, as opaque as many papers twice its weight, and you can print on both sides of it. Ideal for price lists, mailing pieces, inserts and bulletins, it can cut postage in half and reduce bulk and weight of printed material. Ask your Olin fine paper merchant about Waylite offset duplicating papers, or write to us. See Waylite; you'll agree that it's turned one more sacred cow out to pasture.

PACKAGING DIVISION **Olin**

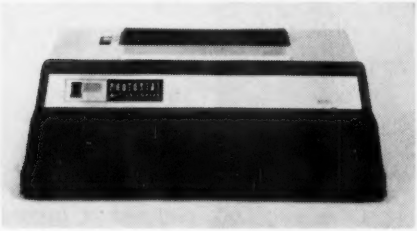
ECUSTA PAPER OPERATIONS, PISGAH FOREST, NORTH CAROLINA

For More Information Circle No. 342

microphone, by merely pressing a button; unrestricted backspace for quick review of dictated material controlled directly from the microphone; handier record and playback selector controls; and a recording indicator scale calibrated in minutes to furnish the transcriptionist with a more accurate indication of letter lengths. **For More Information Circle No. 164.**

PHOTOCOPIER

Photostat Corp., Rochester 3, N. Y., announces their Copier 9 with automatic light exposure and ready-to-use developer for automatic reproduction by the diffusion transfer process. The Copier 9



reproduces any image regardless of color and requires no special inks nor translucent masters. Copies are unaffected by heat, light or humidity, will not crack or curl during folding or handling. Engineered for departmental use in large offices and small businesses. No special operating skills are required. In a matter of moments, a secretary can become as adept with the machine as she might be with a typewriter. **For More Information Circle No. 499.**

TARGET CHARTS

Compton Chart Productions, 239 East First Ave., Roselle, N. J., make Target Charts for graphically plotting data which is goal-directed. Suited for plotting sales performances, production quotas, financial figures and other quantitative data to show clearly how closely the data approaches the goal or innermost circle. Permits plotting data weekly, monthly, quarterly, annually or by other time periods. If desired, can be used perpetually for a constantly current and historical portrayal of

As necessary as a typewriter? W-e-l-l . . . No.

Perhaps the ASTRAL portable refrigerator is not as necessary to the well equipped office as a typewriter.

But more and more progressive business firms are discovering that an ASTRAL in the office can be as much an asset as any other piece of business equipment.

Office entertaining, often necessary, can become awkward and cumbersome. An ASTRAL makes it easy, pleasant and natural.

The convenience of portable refrigeration, offering refreshing soft drinks and fruits makes any executive's day more pleasant—and more productive.

And firms with ASTRAL refrigeration available to the general office, find a boost in employee morale—and a saving in time away from the desk during refreshment breaks.

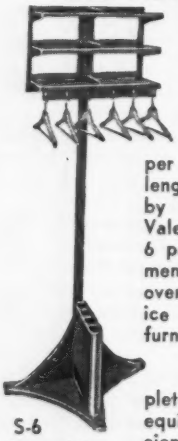
To learn how an ASTRAL can fit into your office life write Dept. O-9.

MORPHY RICHARDS Astral

232 S. VAN BRUNT STREET, ENGLEWOOD, N. J.
For More Information Circle No. 459

The OFFICE VALET

Answer the Wraps Problem in Offices and Waiting Rooms



These efficient VALET Racks keep wraps off waiting room chairs, aired, dry and in press. Hold coats spaced apart, hats, umbrellas and overshoes. Accommodate 3 persons per running foot. Come in lengths of 3 ft. 3 in. or longer by the foot. The S-6 Office Valet costumer accommodates 6 people—ends piling of garments on others. Will not tip over. Built for life-time service of heavy gauge, welded furniture steel. Smart in modern baked enamel finishes. Units form a complete system of wardrobe equipment that provides efficient wrap accommodation wherever people gather.

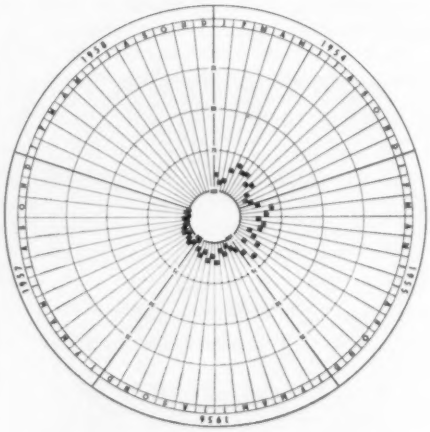
See us at the NSOEA convention Parlor 29 (formerly Room 547)

Write for Bulletin OV-10

VOGEL-PETERSON CO.
Rt. 83 and Madison St., Elmhurst, Ill.

For More Information Circle No. 248

data. Easy to read, time saving and dramatic for illustrating at a glance the comparative relationship of all data plotted. Available in pads of 25 sheets printed on 8½″ x 8½″ stock, or in pads of ten



sheets on 16″ x 16″ stock. The 16″ x 16″ charts can be glazed, mounted or framed upon request, and variations of the basic chart can be designed to suit individual specifications. **For More Information Circle No. 191.**

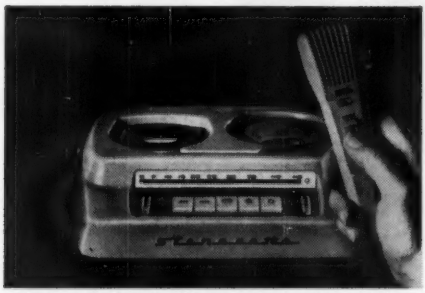
TELEPHONE AMPLIFIER

Handi-Fone, Inc., 2300 W. Bloomington Ave., Chicago 47, Ill., offers the Handi-Fone 109 Telephone Amplifier for hands-

free telephone conversations. The unit is completely self-contained and portable; operated by a 9-volt battery and 100%

The portable
Stenorette-Versatile

COMPATIBLE DICTATING SYSTEM



The office-size
Stenorette-TD

At the top: The portable Stenorette®-Versatile dictating/reproducing combination is a six-pound, fully transistorized, magnetic tape traveling companion. Record the words you work with wherever you may be. Mail your tape to the office to be transcribed on the office Stenorette (the lower illustration) or correspond with "living letters," for Stenorettes are completely compatible. Three power sources are available for the Versatile: dry cell batteries, nickel-cadmium rechargeable battery, 110v or 220v 50-60 cycle AC Power Pack, $149.50 plus F.E.T., less dry cell batteries, until September 23, 1961. The Stenorette-TD, $219.50 plus F.E.T. with dictating or transcribing accessories.

DeJUR GRUNDIG Stenorette®

DeJUR-Amsco Corp., Business Equipment Division
45-01 Northern Blvd., Long Island City 1, New York

Gentlemen: I'd like complete information about the compatible Stenorette dictating system. Without obligation, I would like to try: ☐ The new portable Stenorette-Versatile, ☐ The DeJUR Grundig Stenorette-TD.

Name_____

Company_____

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City_____ Zone____ State_____

1011

For More Information Circle No. 229

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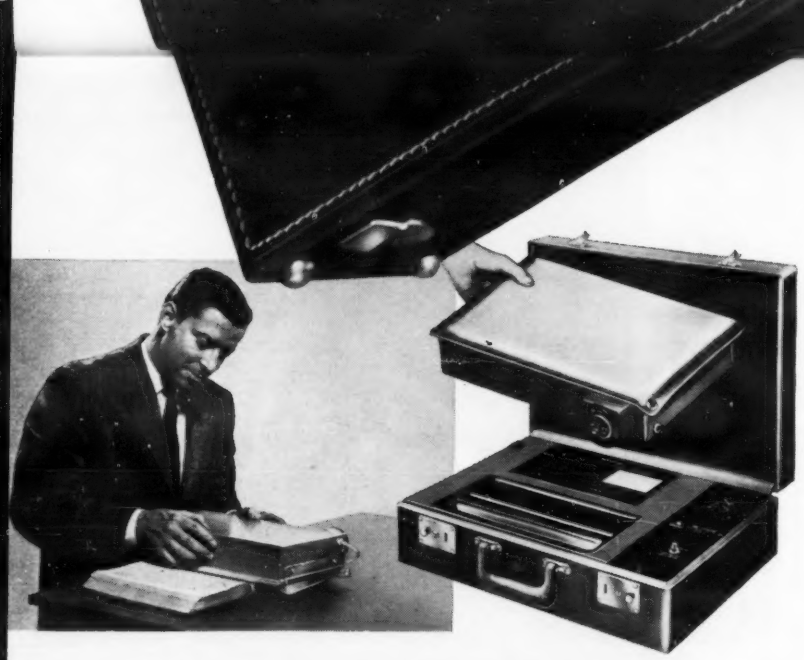

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Why be stumped when you want to make photocopies of pages out of hard-bound books, any over-size materials, as well as standard single sheets! It's no longer a problem! The new Anken Attaché *Contoura* gives you all the advantages of a completely portable photocopier plus the extra versatility of the *Contoura* Book Copier. It copies all printed, written, typed or photographed materials. And there's never any damage to originals or book bindings. That's the amazing versatility that goes with you to meetings, on office calls, to job sites, into libraries, aboard trains and planes. Write for the full story of how to copy on the go — *without exception.*
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HANDSOME! Natural luggage finish — in brown.
COMPACT! 17½" x 12¾" x 6¾". Lightweight, too.

MAKES COPIES OF SINGLE SHEETS, BOOKS, BLUEPRINTS, CHARTS, ETC., ANYWHERE FOR: lawyers • engineers • architects • librarians • accountants • investigators • students • writers • many more! Ideal for company, association, institution, and public libraries.

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I like the idea of the Anken Attaché *Contoura.*
Tell me more!
_____Set up demonstration _____Send me literature

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Company_____Phone_____
Address_____
City_____Zone_____State_____

For More Information Circle No. 422

NEW!

GOODKIN HORIZONTAL 18" CAMERA

High-speed quality production without devouring space . . .

only $895

Goodkin's new Horizontal obeys every requirement for precision production of line and halftone work plus the first-step needs of Ektalith, Gevacopy and Xerography. Below are some of the key features. For the complete story, write us today.

- Requires just 60" x 25" of floor space; ideal for operation inside or out of darkroom
- Individually calibrated f6.8-45 lens enlarges or reduces up to 300%; covers 14" x 18" focal plate area
- Each of four reflector flood lamps can be rotated full 360°; once set, need for repositioning is practically nil
- Special focus system assures ultimate in accuracy; ball-bearing guide wheels and rack-and-pinion track system permit smooth travel; eye-level loading and shooting

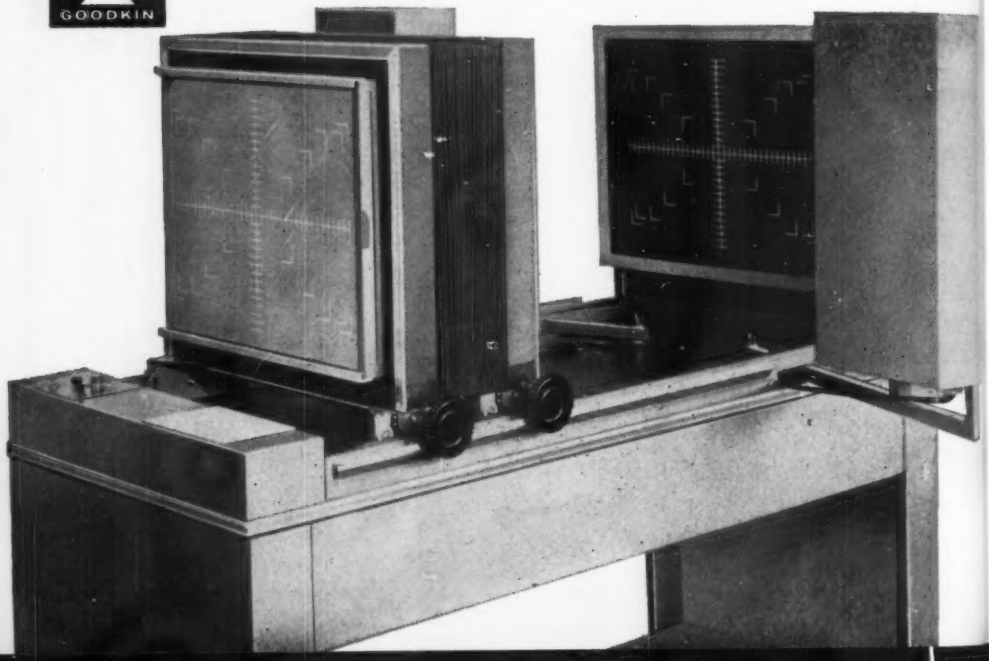
Standard equipment: Lens, lights, timer and film holder. Priced slightly higher Denver and West.

GOODKIN

GOODKIN

The M. P. Goodkin Co. Dept. A 112 Arlington Street Newark, New Jersey

Circle No. 483



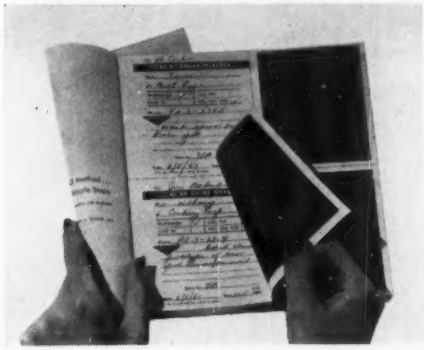
guaranteed. Case is high impact plastic. Fits all models of telephones. Standard line comes in black, gray and beige. Custom line in white, green, blue and pink is available on orders for 54 or more. Price is $34.95. **For More Information Circle No. 171.**

CATALOG CASE

Stein Bros. Mfg. Co., 1401 W. Jackson Blvd., Chicago 7, Ill., announces an improvement consisting of piano type hinges running across the entire length of the top two flaps on their 13-T series catalog cases. This adds years of service and attractiveness. Hinges eliminate flop-back of flaps permitting easier, faster access to contents, and eliminate wearing out of the flap material at the area in which the flaps are fastened to the body of case. Hinges also help case hold its shape, increase the strength of the case, allow the top to lie flat, and help protect contents from dust and moisture. Available in top grain cowhide or Tufide. **For More Information Circle No. 199.**

PHONE MESSAGE FORMS

Ca-Re-Bo Co., 2908 Emerson Ave. S., Minneapolis 8, Minn., makes wax carbonized message forms for use by receptionists and switchboard operators. The copy of the message remains in the book



of forms for future reference if necessary. No carbon paper need be handled. Sold in units of three books with a total of 1000 message forms in duplicate. **For More Information Circle No. 205.**

BE THE FIRST STENO TO GO TO THE MOON

This could happen if you've broken the WPM* barrier. And you can break it by practicing with a STENO-DISC. Each record contains perfectly controlled-speed dictation.

Start at the speed you average now, and when you are ready, go to the next speed. When the "moon rocket" is ready, you'll be ready too.

* *Words per minute.*

STENO DISC Dept. O-1
1439 N. Western, Hollywood 27, Calif.

Please send the following Sten-O-Discs:

12" 33⅓ RPM ALBUMS — $3.98 EACH

General Business Dictation

☐ 60, 70, 80, 90 wpm ☐ 80, 90, 100, 110 wpm
☐ 70, 80, 90, 100 wpm ☐ 90, 100, 110, 120 wpm

7" 45 RPM RECORDS — $1.00 EACH

Gen'l Bus.	Medical	Bus./Legal
☐ 60 wpm	☐ 90 wpm	☐ 80 wpm
☐ 80 wpm	☐ 100 wpm	☐ 90 wpm
☐ 90 wpm		☐ 100 wpm
☐ 100 wpm	**Legal**	☐ 120 wpm
☐ 110 wpm	☐ 120 wpm	
☐ 120 wpm	☐ 130 wpm	

☐ I enclose cash, check or money order for $.....
☐ Send C.O.D. (Calif. residents add 4% sales tax)

NAME.....

ADDRESS.....

CITY..... ZONE..... STATE.....

For More Information Circle No. 462

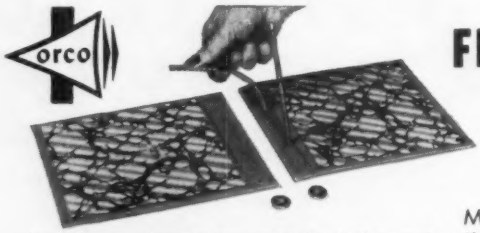
LIGHT TABLES

NuArc Co., Inc., 4110 W. Grand Ave., Chicago 51, Ill., announces Jet Line light

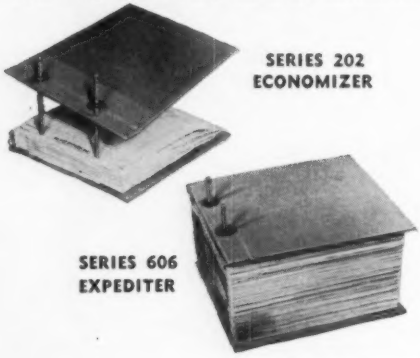
tables with the same contour design as Jet Line register and repeat line-up tables and stripping tables. Operator sits closer and works in comfort. Light tables come complete with front-operated gear mechanism that raises and lowers the top quickly and easily. Nonglare glass absorbs surrounding room lights to keep glare out of operator's eyes. Entire light carrier drops down for easy access to fluorescent lights. Polished, chromed, machined steel adjustable straight edges on all four sides. Etched calibrations in 32nd's on two straight edges. All steel construction with durable Kromotex silicon base baked gray enamel finish. Two large steel storage shelves and large locking utility drawer. Available with 19″ x 25″ glass, $195; 25″ x 32″, $295; 35″ x 45″, $395; 42″ x 62″, $495. For Bulletin N250-O, **Circle No. 117.**

DRAWING PEN SET

Alvin & Co., 611 Palisado Ave., Windsor, Conn., introduces the Draftech P395-C fountain pen set which comes complete with rubber nib wrench and six interchangeable drawing point sections, in line



Steel Compression Springs make the difference!



FLEX YOUR FILES with ORCO FLEX-I-FILE!

Manufactured to your exact specifications at no extra cost. Fit any sheet. Meet any centering demands. Lies flat in use with everything readable in sheet margins. And insert or withdraw forms swiftly, simply, with no clerical time-lag! Direct-to-user selling policy allows unmatched economy . . . and practical flexibility for storage of all forms on rack or vault as those files eliminate costly folders and cartons. Now is the time to break the file barrier and ORCO is the weapon! Accommodates any office need! Send sample forms for quotations.

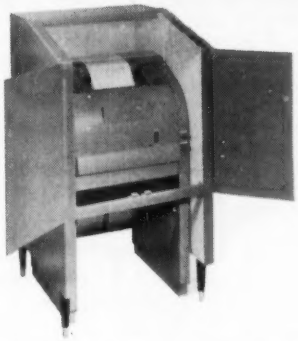
OFFICE RECORDS CO.
P. O. BOX 347, SYRACUSE 1, N. Y.

For More Information Circle No. 449

SOUND ENGINEERING BY Gates ACOUSTINET

for LOVERS of PEACE and QUIET

Alert management takes positive action before blood pressures go up and sales go down, affecting company profit. Gates Acoustinet can restore office harmony by reducing office machine noise up to 85%. A modern Acoustinet virtually snuffs out the undesirable disturbances from office machines, giving you the quiet atmosphere so necessary to do a good day's work. Install one today and see your office productivity go up, affecting your profit picture in the same manner.



GATES GUARANTEES RESULTS OR YOU DO NOT PAY

Write for details. Give machines, makes, models you use and measurements.

GATES ACOUSTINET, INC. • P. O. BOX 91-09 • BUFFALO 23, NEW YORK

For More Information Circle No. 380

THE WORLD'S MOST VERSATILE LOOSELEAF

BUILD YOUR OWN NOTEBOOK — CHOOSE COVER, BINDEMATIC, AND PAPER

Bindematic's wide choice of styles . . . sizes . . . and colors . . . lets you build notebook to any specification. Saves you inventory. When covers become worn . . . they can be replaced easily . . . inexpensively. Retain your Bindematic Backbone and you can have a new notebook at so little cost.

NEAT, SPACE SAVING . . NO EXPENSIVE BINDING MACHINES REQUIRED

USE BINDEMATIC'S LIGHT TOUCH EVERYWHERE RING BINDERS ARE NEEDED

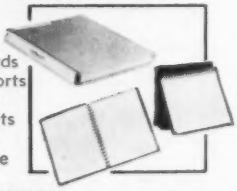
Now! A multi-ring binder you can afford. Bindematic's 19 strong tapered rings open and close at a touch . . . allowing you to remove covers and inserts instantly without a snag or tear. Paper can be locked evenly . . . neatly in place . . . stays that way.

ANODIZED ALUMINUM BACKBONE

First of its kind in the industry. Bindematic's attractive, lightweight anodized aluminum backbone comes in many exciting colors. Weighs only 1/3 as much as standard notebooks. Reduces mailing, shipping and handling costs. You can imprint your company name, department, any message you prefer.

SO MANY APPLICATIONS

- Catalogs
- Invoices
- Tax Records
- Sales Reports
- Brochures
- Flow Charts
- Statistical
- 100's More



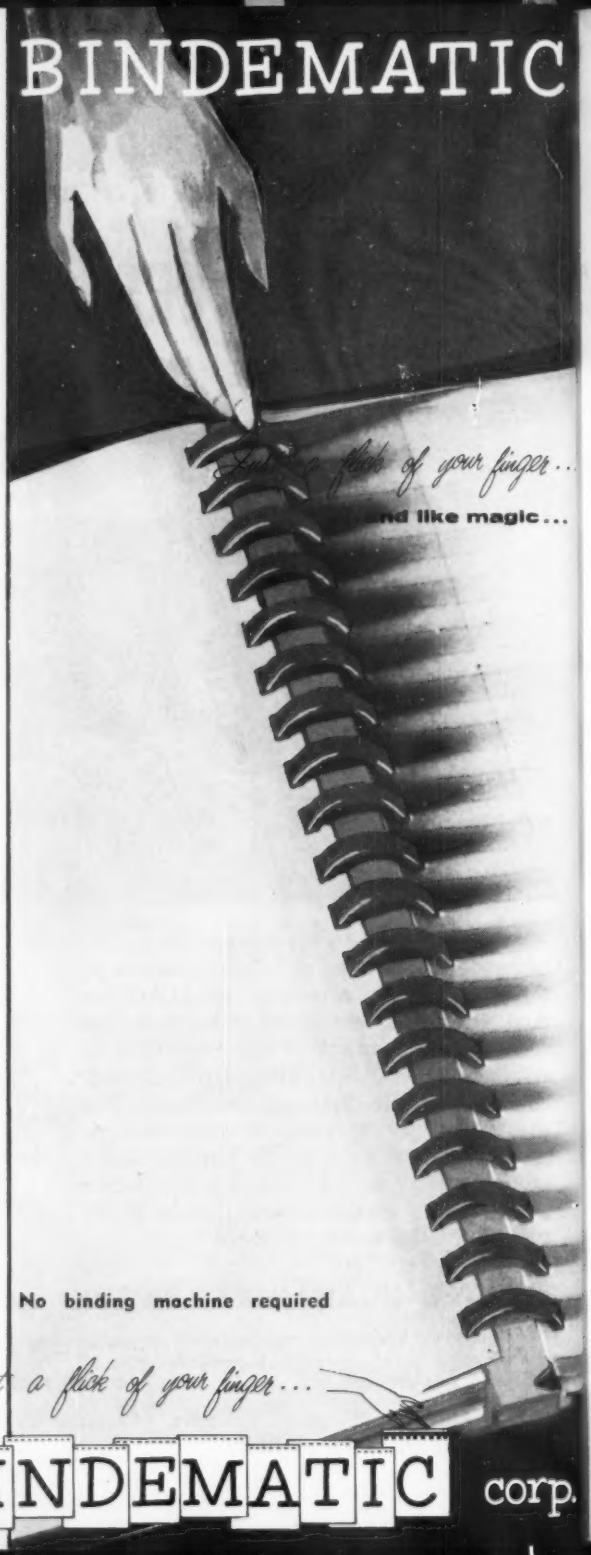
WRITE TODAY . . . FOR OUR NEW CATALOG

FOR NAME OF NEAREST BINDEMATIC DISTRIBUTOR

1500 W. Third Ave.
Columbus, Ohio

Circle No. 397

BINDEMATIC



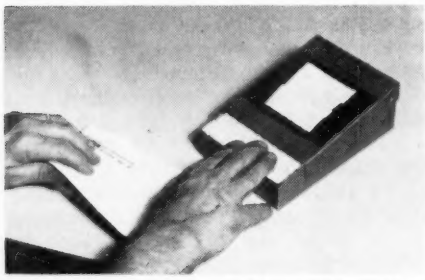
BINDEMATIC corp.

widths from superfine to extra broad. Filled directly from ink bottle, pen supplies a large, continuous supply of ink to eliminate constant refilling. Transparent window shows when to refill; permanent built-in refill cap prevents loss; plunger stops automatically. Streamline designed

with chrome spring clip for easy carrying. Each interchangeable section has a precision designed stylus guide for smooth, efficient operation. Each nib is packed in a color-coded plastic container showing exact line width. Set is packed in vinyl, two-button flap carrying case with separate compartments for each unit for ruling, lettering, tracing. Retails for $12.95. **For More Information Circle No. 107.**

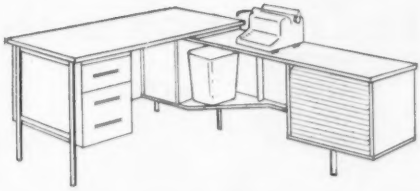
MOISTENERS

Active Mailing Machine Co., 537 S. Dearborn St., Chicago 5, Ill., announces that Speed O Moist Label Moisteners have



been improved by cementing a thin rubber pad to the inclined platform to help separation of labels. Unit now can be used for

JOFCO



THE *Spacemaster* SERIES

WOOD OFFICE FURNITURE

With the introduction of new modular groupings, the slim, linear Spacemaster Series now offers executive and secretarial arrangements with distinctive features in each planned for individual convenience and work performance.

WRITE TODAY for colorful catalog showing all the pieces in this complete line — along with the name of nearest dealer. Sent promptly on request.

JOFCO

JASPER OFFICE FURNITURE COMPANY
JASPER, INDIANA

For More Information Circle No. 452

5 WAY
PRESENTATION EASEL

PEP UP YOUR PRESENTATION . . .

. . . with this lightweight aluminum portable easel. Rigidly supported on four legs. Arlington's easel combines beauty and utility.

easel as chalkboard

- Paper Pad Presentations
- Blackboard Chalktalks
- Flip Chart Presentations
- Card Chart Speeches
- Point-of-Purchase Posters

ONLY $42.50 Less pad

Send for free literature

ARLINGTON ALUMINUM COMPANY

19007 W. Davison • Detroit 23, Michigan

For More Information Circle No. 456

stamps, seals, IBM gummed and Dupliquick labels. Commercial size is 5″ x 8″. Unit costs $5.95; sponges are 50c; jackets, three for $1 and rubber pads are 50c. **For More Information Circle No. 169.**

TYPEWRITER RIBBON

Carter's Ink Co., Cambridge 42, Mass., announces a Plastic Film Ribbon 875 ft. long, designed to give top typing per-

formance. Stronger and thinner, it produces sharp and clear writing characteristics. Fuzzy or clogged open areas are reduced to a minimum. Because it is stronger, it lasts longer and is more economical. Ribbon changing is cut down, yet typing performance remains crisp and clean. **For More Information Circle No. 146.**

FOOD VENDING MACHINE

Lehigh, Inc., 1500 Lehigh Drive, Easton, Pa., announces a ten-column shelf-type candy, cracker-cookie and hot beverage Snack Center that takes no more space than a cigarette machine. This machine is front-loading with shelf spacing adjustable from ¼″ to 1⅜″. A single column will vend either 54 candy bars ¼″ thick, 27 of ⅝″ thickness, 18 1″ bars, or 13 1⅜″. Similarly, it can accommodate 18 1″ cracker or cookie packages, 13 of larger size. There is room for 27½″ of beverage packages (coffee, cocoa, soup) or 54 packettes. A separate cup column holds 90 7-oz. cups. Beverages, candy, cookie and crackers all vend at

File at Random . . . Find at Once!

Acme Electrofile ends refiling. You can do it blindfolded! Misfiling is impossible. Push-button "recall" spots the card you want.

Think of the time and money saved in billing, research, customer service, personnel records, hundreds of other uses. To speed up your operation with push-button record-keeping send coupon today.

Just touch the keyboard. Electrofile automatically selects a card—or group of cards. Code by name, number or subject—even phase of subject.

ACME VISIBLE

ACME VISIBLE RECORDS, Inc.
2209 West Allview Drive, Crozet, Va.

Please let me have full facts on Acme Electrofile and why it is today's most advanced filing concept.

NAME_____ TITLE_____

ADDRESS_____

CITY_____ ZONE_____ STATE_____

For More Information Circle No. 410

for office clutter-up'ers

Rubbermaid Wastebaskets

Busiest place in every office—makes it a pleasure to use these rust-proof, unbreakable colorful containers. Big range of sizes, designs and colors.

Rectangular and round from $1.49 to $4.98

SEE YOUR SUPPLIER Rubbermaid MEANS BETTER MADE

COMMERCIAL DIVISION • RUBBERMAID INC., WOOSTER, OHIO • COOKSVILLE, ONTARIO

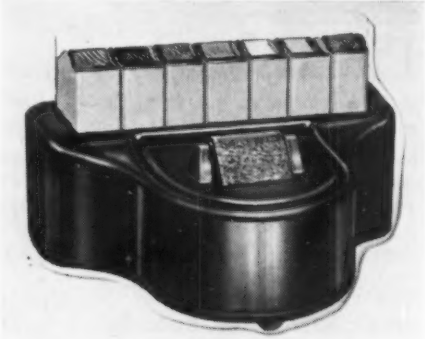
For More Information Circle No. 453

10c. Lehigh recommends using three columns for beverages, two for cookies and crackers, and five for candy. A

smaller, six-column model would use three columns for beverages, and three either for candy, cookie-crackers, or both. **For More Information Circle No. 207.**

PAPER FASTENERS

U-File-M Binder Mfg. Co., Syracuse 1, N. Y., announces 400 Space Saver Premier Adhesive Clips, folded gummed papers for fastening papers, reports, file



copies, etc. In addition to providing flexible hinges for papers, they can be used as index tabs to reduce filing space by up to 85%. Colors provide visible signals. Since they are gummed, they

NEW STENOTAPE 711 DICTATING TRANSCRIBING SELF-POWERED PORTABLE

Remote "Command" Hand Microphone

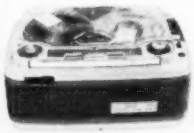
IF YOU'VE SEARCHED FOR A MINIATURE SELF-POWERED DICTATION MACHINE AND FOUND THEM SHORT ON PERFORMANCE, SEE THE NEW STENOTAPE 711

This transistorized self-powered portable has every feature you have ever wanted in a portable dictating machine. Take its 4 pounds of power anywhere and dictate everything. Dictate for two hours. Operates 30 hours on six inexpensive penlight cells. Its standard 1⅞ and 3¾ ips speeds give you complete compatibility with all other StenOtape machines and all standard tape recorders.

CHECK THESE FEATURES:

- Remote "Command" hand microphone controls
- Remote foot pedal transcribing controls
- Weighs only 4 pounds
- Miniature size—2" high x 6" deep x 7" wide
- Powered by six inexpensive penlight cells or AC current
- Two full hours of dictation time
- True fidelity big sound

Supplied complete with hand microphone; earphone for monitoring while dictating or transcribing; reel of tape and extra reel; genuine leather carrying case $199.95 Plus FET FULL YEAR GUARANTEE



Ask your dealer to demonstrate the versatile StenOtape 3/10 Dictating Transcribing machine. Compatible three speed / 10 hour dictation partner of the StenOtape 711.

AMERICAN GELOSO ELECTRONICS, INC., Dept. 306
251 Park Avenue South • New York 10, N. Y.
In Canada: CANADIAN GELOSO ELECTRONICS, LTD.
700 Weston Rd., Toronto 9, Ontario

Tell me more about the amazing StenOtape 711 and be sure to include the name of my nearest dealer.

Name_____

Company_____

Address_____ Tel_____

City_____ Zone____ State____

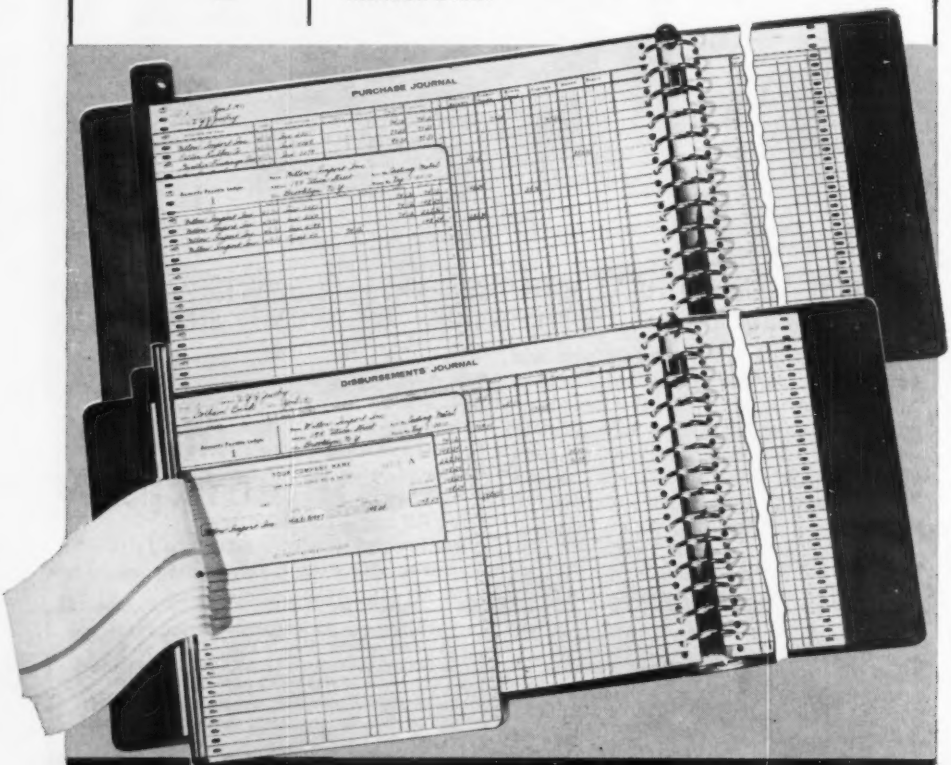
For More Information Circle No. 411

You may be set on payroll...

But how about Accounts Payable?

Colonial
makes
2
+3
2

Only **2** simultaneous postings are needed to complete the **2** Purchase entries and the **3** Disbursement entries in accounts payable. Mailing the check in a window envelope completes this simple procedure. The same savings in time and money are features of other Colonial Pay Systems for Payroll, Accounts Receivable, Layaway, Budget Payment plans, to mention a few.



Dealers:
Write on your letterhead.

Colonial PAY *Systems*

199 Lafayette St.
New York 12, N. Y.

DIVISION: COLONIAL SALESBOOK CORP.

For More Information Circle No. 232

cannot fall off, and they come in a handy dispenser which holds clips of seven colors. Dispenser has moistener for easy application. Clips come in buff, white and tan kraft, transparent linen, white Holland cloth, transparent Whitekraft and light green, forest green, bright red, navy blue, yellow, black and orange kraft. Prices per M range from $1.70 to $3.35. Holder and moistener without clips is $3.10. Clips are packed 250 per carton, four or 20 cartons per box. Available only in multiples of four cartons per style ordered. **For More Information Circle No. 162.**

DUPLICATING MASTER FILES

Foto-Field, Inc., 9232 Waukegan Road, Morton Grove, Ill., announces Stenfils for storing duplicating stencils and offset plates. Model S stores up to 100 stencils suspended from dividers that fit all standard sizes. Model P stores up to 50 offset plates with separate pockets for negatives and index for ready location of plates. Both models take only 3" of shelf space and are priced at $24.95. Manufactured under license agreements with Stenfil of Canada, cabinets eliminate

damage and loss to constantly reused stencils and plates which is said to cut stencil retyping as much as 50%. **For More Information Circle No. 133.**

Secretaries never die...

"Over Sixty Years of Good Impressions"

They just stay young indefinitely*—that is, if they use Kee Lox Grip-N-Pull carbon paper. Ask any girl who is already using it (and note how fresh and vivacious she looks—even at quitting time). She'll tell you what nice copies she gets, how clean they are. And she'll be equally enthusiastic over Grip-N-Pull's other features—automatic warning of last typing lines, automatic rotation, automatic alignment.

You too can stay young indefinitely* by letting Grip-N-Pull carbon paper make your work easier and pleasanter. And your boss will be interested in knowing that Grip-N-Pull, with all its advantages and long wear, still costs no more than regular carbon paper which does not have the exclusive patented features of Grip-N-Pull.

**The only exaggeration (one we hope will cause a smile) in this message.*

All carbons are removed quickly in one clean operation, using uncoated edge. Clean hands, clean work, clean desk.

Lower right of uncoated edge is die cut to tell how much space is left at bottom of sheet.

FREE samples when requested on company letterhead.

KEE LOX MANUFACTURING CO.
DEPT. O-91, ROCHESTER 1, N. Y.
CARBON PAPERS AND INKED RIBBONS

Sold through KEE-LOX branches and selected independent stationers

For More Information Circle No. 457

ATLAS

VERTICAL FILING SYSTEMS

PROTECT • EFFICIENTLY FILE
ASSURE LONGER LIFE FOR

- Offset Plates
- Negatives
- Stencils
- Artwork

Large and Small Cabinets for all sizes and types of plates, negatives, stencils, etc. Models to file 50 to 1400 items.

Atlas Nega-Plate Hangers give extra protection to negatives, plates, artwork in permanently attached envelope-hanger units. Available for filing in any Atlas cabinet, old or new.

Over twenty other sizes and styles of Atlas patented hangers also available. Write for Atlas Reference Chart listing correct cabinet and hanger for your requirements.

"Tie-In With Atlas For Greater Profits" Visit Booths C-3 and C-4 NSOEA Convention.

ATLAS STENCIL FILES CORP.
16716 Westfield Avenue, Cleveland 10, Ohio

For More Information Circle No. 446

COPYING MACHINE TRAY

Interchemical Corp., Copying Products Div., Cincinnati 1, Ohio, offers a Speedy Statement Tray which fits neatly atop a Thermo-Fax machine, takes no extra space and is removable in an instant. Its color

matches the machine. Available with a two-level center and two side trays for 5½" x 8½" sheets and smaller, or for 8½" x 11" sheets. Operator can use tray to make itemized statements directly from ledger cards on Interchemical Copy Paper. Price is $16.95 f.o.b. above. **For More Information Circle No. 183.**

DUPLICATING FLUID

A. B. Dick Co., 5700 W. Touhy Ave., Chicago 48, Ill., announces a compatible Azograph fluid which can be used with other makes of fluid duplicators, to permit the use of Azograph master units which are clean to handle and prepare. Techniques for handling compatible Azograph fluid are the same as those used for regular Azograph fluid. **For More Information Circle No. 188.**

ORDER-INVOICE-ENVELOPE

American Business Systems, Inc., 2929 B St., Philadelphia 34, Pa., announces Snap-A-Lope, an envelope, with or without gummed flap, designed as an integral

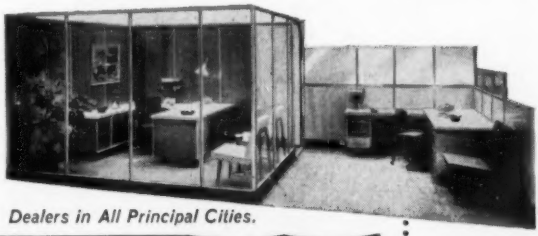
It's the latest, greatest achievement in movable partitions! Comes in 5 woodgrain finishes and 4 pastel colors of stain-resistant, easy-to-care-for plastic-finished Marlite that you mix 'n match to your heart's content.

And Workwall is economical! Its one, exclusive patented system accommodates any elevation from 42-inches to 12-feet.

Perfect for offices, industry, institutions, schools—wherever changing conditions require the flexibility of color-coordinated movable partitions.

Write now for our free catalog . . . and see for yourself how high-style movable partitions can be individualized at a low, low price well within your budget!

Coupon below brings catalog that tells all!



Workwall lends itself to numerous interior applications you should ask your dealer about.

Dealers in All Principal Cities.

WORK WALL

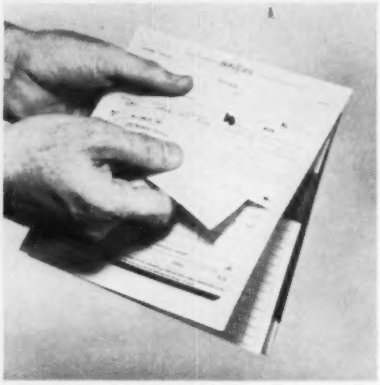
MOVABLE PARTITIONS AND PANELING
Division of L. A. DARLING COMPANY
Bronson, Michigan
Manufactured in Canada by Workwall, Ltd., Montreal, Quebec

WORKWALL DIVISION, Dept. 134
L. A. Darling Company, Bronson, Michigan
Please send Workwall Catalog No. 500.

Name_____
Company_____
Street_____
City_____ State_____

For More Information Circle No. 414

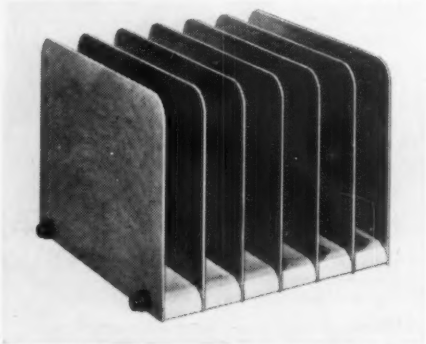
part of any ABS Snapset order or invoice form. With Snap-A-Lope, mail-order invoicing is simpler. Invoice carries its own return envelope for easy customer remittance. For internal record-keeping, it may be used to hold customer's order, punched tape or cards and other related



papers. For manufacturers, Snap-A-Lope may be a production control jacket or job ticket. It makes a convenient memo pocket for any type of interoffice communications. Can be designed into most ABS Snapset unit forms with interleaved carbons for manual or machine writing. **For More Information Circle No. 497.**

DESK RACK

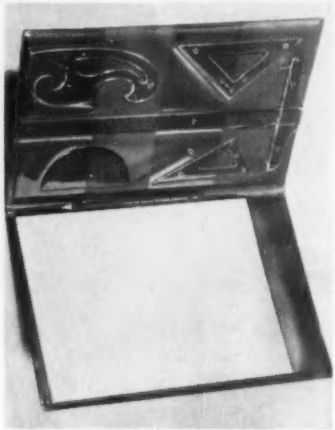
Sengbusch Self-Closing Inkstand Co., 2222 W. Clybourn St., Milwaukee 3, Wis.,



states that the Sengbusch Kleradesk is now available in a grained walnut finish for sorting, distributing and routing correspondence and other papers. Model 3V-SX-R is $4.10; model 6V-SX-R costs $6.50. Also available in green, gray, brown and mist green. **For More Information Circle No. 166.**

DRAFTING KIT

C-Thru Ruler Co., 827 Windsor St., Hartford, Conn., offers C-Thru PDQ (Plastic Drafting Quality) Portfolio, a folding, vinyl portfolio that holds five drawing and drafting instruments, drafting



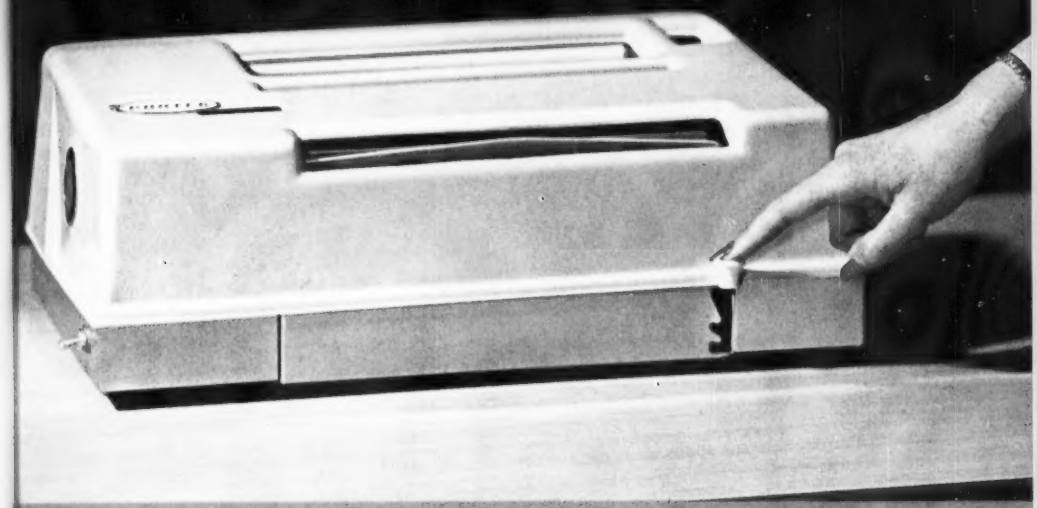
pad and pencil. The portfolio has transparent plastic pockets to hold drafting instruments, pad and pencil. Instruments include 30/60° triangle, 45/90° triangle, laminated protractor, French curve, and 12″ calibrated T-square with inch and millimeter scales. One pocket can hold a drawing or tracing pad 9″ x 12″ instead of a drafting pad. Portfolio measures approximately 19″ x 13½″ open; 9½″ x 13½″ closed. Retails for $3.50. **For More Information Circle No. 498.**

TRANSPARENT COVERS

National Blank Book Co., Holyoke, Mass., offers E. Z. C. Presentation Covers, transparent vinyl holders of from 1-20 8½″ x 11″ sheets. Slide bar holds sheets securely with no mechanism. Comes in transparent aqua, yellow, blue, orange and clear vinyl. May be company personalized by Electrocal process or silk screening. Also offered is the Peek Pocket Protector

For More Information Circle No. 485→

Since when can you buy a $99.50 copier with "push button" control?



since now!

The new Photek "Expediter 10" puts all the clean-handling convenience of higher price photocopiers within easy reach of every office, every department. So easy to operate you scarcely need to lift a finger to put it in action!

Flip over

for exciting news of the most automated, economy photocopier in business.
This card brings you a FREE TRIAL at your convenience.
Mail it now!

FIRST CLASS
Permit No. 4454
Providence, R. I.

BUSINESS REPLY MAIL
NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

PHOTEK, INC.
P. O. Box 1553
Providence 1, R. I.

(Is this the most automated $99.50 copier you can buy?)

yes!

The Photek "Expediter 10" is ready for copying at the push of a button

A CINCH TO ACTIVATE!

Plug it in . . . press the button . . . and the Expediter 10 is ready to roll. There's no mixing, measuring or messing with developers **at any time.** A flick of the finger secures the machine 'til you're ready to use it again.

A FAST, VERSATILE WORKER!

The Expediter 10 keeps copies moving . . . ends "paper jams" at copying centers. Anyone can use it to copy anything anywhere! You get perfect, permanent copies of letters, memos, reports, **anything** typed, penned, penciled, stamped or drawn in any color.

PORTABLE AS A POCKET!

Pick it up, walk it to whoever needs it next . . . take it home for overnight or weekend work . . . give it to a girl for inter-departmental delivery. The compact Expediter 10 travels light and easy . . . plugs into any wall or floor outlet.

BEAUTY ON A BUDGET!

As easy on the eyes as it is on your pocketbook. The smart styling and handsome appearance of the Expediter 10 make it a welcome addition to any office decor. Color-compatible plastic case and durable metal base make it easy to maintain, too.

SEE IT IN ACTION . . . MAIL THIS CARD NOW!

We want a closer look at the Expediter 10!

☐ Please contact us to arrange a FREE DEMONSTRATION at our convenience without further obligation.

☐ Please send us additional information on the Expediter 10.

NAME..... TITLE.....

COMPANY.....

ADDRESS.....

CITY..... ZONE..... STATE.....

If it's worth repeating, repeat it with PHOTEK

PHOTEK

Thermocopy Paper
Photocopy Paper
Photocopy Equipment
and Supplies

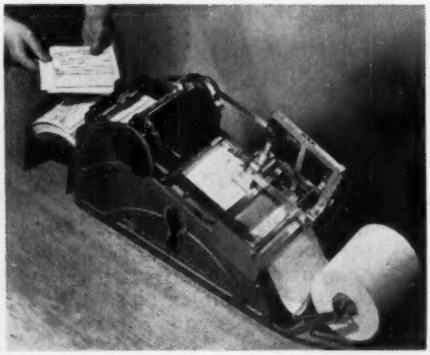
A textron COMPANY

of durable transparent vinyl, 8½" x 11", safely sealed on one side and bottom and thumb cut for easy removal of contents, for protection and color code filing of records and correspondence, interoffice

memos, sales presentations, etc. Protects reference sheets, photos, drawings, etc.; comes in aqua, yellow, blue, orange and clear. **For More Information Circle No. 110.**

LABEL NUMBERER

Weber Marking Systems, Weber Industrial Park, Mt. Prospect, Ill., offers a numbering head which may be attached to all Weber Label Printing Machines. Standard



units provide six digits, but eight digit wheels are available. Can be set to number consecutively, and to repeat from two to eight times or continuously. Choice of Roman or Gothic types in a wide range of sizes. Price of $200 includes inked pad, pad changing tweezers and stylus for changing number settings. **For More Information Circle No. 168.**

OFFSET INKS

Polychrome Corp., 2 Ashburton Ave., Yonkers 2, N. Y., announces that its Econo lithographic ink is now available in yellow, orange, red, blue, green and brown. Like Econo black, colors are formulated for high speed offset printing on newsprint and pennysaver stock, where speed and economy are essential. Inks have excellent press and quick-setting properties, good tinctorial strength and may be left on the press overnight. **For More Information Circle No. 109.**

SUPERMARKET SAFE

Schwab Safe Co., Lafayette, Ind., introduces a combination supermarket safe. The top unit carries an Underwriters' Laboratory Class C label for fire protection plus a T-20 and relocking device label to reduce insurance rate. Four man-

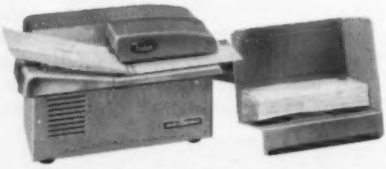
ager's compartments at right are controlled by keys. The 14 separate compartments at left are for cash register trays. This safe's design allows cashiers to avoid bagging change at night and counting it every day for each register. In the bottom there is a large Mercantile E rated money chest which allows the lowest insurance rate. An

Important message to anyone with a mailroom

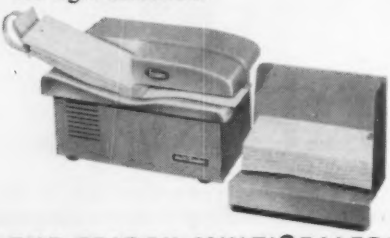
Does your firm have a mailroom bottleneck? Whatever the problem . . . Friden equipment gives you a faster, less costly, more efficient way to sort, seal and send your business correspondence and packages. For example:

There is a **FRIDEN POSTAL SCALE** to meet almost any mailing need. Each scale gives correct weight and postage every time, keeps its accuracy for years, is easy to use and read.

FRIDEN SORTING RACKS can help simplify your mailing system, keep your letters moving in and out of any mailroom quickly, smoothly and in the right direction.



Anyone in the office can operate the **FRIDEN MULTIOPENER.®** This amazing machine opens up to 333 envelopes a minute.



THE FRIDEN MULTISEALER® helps any business office meet outgoing mail schedules. Envelopes are electrically fed into the machine, securely sealed and neatly stacked—in a strictly one-girl operation.

For more information about these and other mailroom accessories including Mail Bags, Distributors, Mail Carts, call your Friden representative, or write: Friden, Inc., San Leandro, Calif.

Friden

Sales, Service and Instruction Throughout the U. S. and World

For More Information Circle No. 408

inner compartment has a drop slot and coin slot, controlled by two keys for bonded pick-up service. Other sizes are available for any application. **For More Information Circle No. 113.**

TYPEWRITER RIBBONS

Sperco Products, Inc., 79 Wordin Ave., Bridgeport 5, Conn., offers Twin-Spool ribbons for every make of typewriter. Ribbon changes are said to take 83% less time since there's no fastening or hooking of ribbon to spool. Old ribbon is removed with both spools, eliminating rewinding. Typist's fingers never touch inked ribbon ends. Available in any fabric, color or inking degree. **For More Information Circle No. 125.**

PORTABLE DICTATING MACHINE

Craig Panorama, Inc., 5290 W. Washington Blvd., Los Angeles, Calif., offers the Model TR-403 two-speed transistor tape recorder. It is small as a book and easily portable, operates in the case in any position, even while walking, and records up to 68 minutes on one tape. A V-U meter provides check for recording level

and battery condition while operating. Standard, economical penlight batteries supply power. Fully equipped with micro-

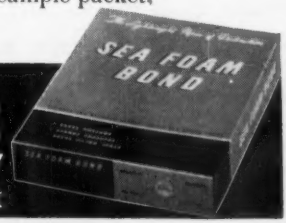
The Works of Shakespeare . . .

were written with a quill pen.

Important documents today are typewritten, with many copies. The need for more copies and greater legibility has led to the widespread use of *Sea Foam Bond*—America's leading second sheet!

Watermarked *Sea Foam* permits 13 legible copies, lies flat, never creases or curls, erases in a whisk, and is available in seven colors for better channeling.

Teachers, Secretaries, Bosses! Write on your letterhead for the Sea Foam sample packet, today. Write Dept. O961.



BROWNVILLE
Paper Company
Brownville, New York

For More Information Circle No. 382

WORLD'S MOST MODERN DESK STAPLER!

THE ALL-NEW ARROW 210

DE LUXE Standard STAPLER

SAFE-FOOLPROOF-EASY-TO-OPERATE

This handsome, durably built, all-steel stapler brings you advanced features that make most other stapling machines old-fashioned —

- "Full Time" staple control
- Multiple stitch
- Wide base for balanced stapling
- Extra-large loading capacity

PLUS . . . other outstanding features

Comes in Office Decor Colors

Beige, Green and Gray **$5.95**

At Your Favorite Stationer — or Write for FREE Literature.

ARROW FASTENER COMPANY, INC.

ONE JUNIUS STREET • BROOKLYN 12, N. Y.

"Pioneers and Pacesetters for Over a Quarter Century"

For More Information Circle No. 383

Did It Make You Laugh?

Send us a short account of an unpublished, amusing office occurrence. If we publish it, you'll receive $25. Your name and firm will not be printed if you so indicate. Unused contributions cannot be returned. Address: Anecdote Editor, The Office, 232 Madison Ave., New York 16, N. Y.

phone and case, reel case and earphones. Available accessories include footswitch, telephone pickup and AC adapter for use on standard 115-volt AC. **For More Information Circle No. 143.**

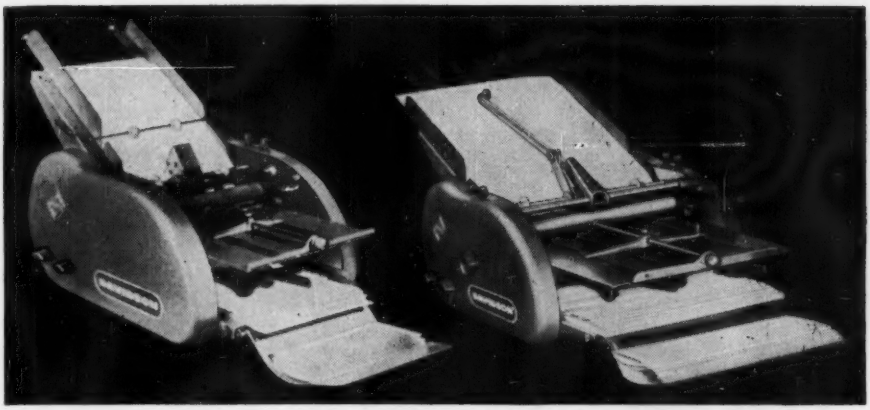
ACCOUNTS PAYABLE SYSTEM

C. E. Sheppard Div., Yawman & Erbe Mfg. Co., 44-01 21st St., Long Island City 1, N. Y., announces an Accounts Payable Package one-writing system. When a check is written, check register and purchase distribution is done at the

same time, eliminating transcription errors and saving posting time. A convenient adapter kit permits use of vendor's ledger cards also. Costs $89.50 with a binder having storage pockets, anodized posting board, 100 check registers, 1000 personalized checks and personalized envelopes. For literature, **Circle No. 145.**

TAPE DISPENSER

Noel Mfg. Co., 1415 S. Meeker Ave., Muncie, Ind., introduces a multi-roll pressure-sensitive tape dispenser for a wide variety of tape widths and both 3″ and 1″ tape roll cores. Multi-Roll Dispenser can be portable or stationary, has a nickel-chrome plated finish for appearance, durability and easy cleaning. A razor sharp cutting blade along its 15½″ long front severs tape accurately and neatly with slight finger pressure. Equipped with standard removable 3″ bar mandrel for 3″ cores, and an extra wooden mandrel



One of these two compact, smartly styled EMBEE FOLDERS is designed to meet your needs.

See for yourself how an EMBEE FOLDER saves time, space, money!

Next time you have a big folding job, try out a compact, handsome EMBEE FOLDER. In that way you can see for yourself the greater speed, efficiency and cost-cutting economy of EMBEE FOLDERS.

One EMBEE FOLDER can actually do the work of more than 14 people when it comes to folding. It will handle 12,000 8½" x 11" sheets an hour! And with simple attachments, your EMBEE can slit, score or perforate...*while it folds*. Speed is variable, feed is automatic, folded sheets are neatly stacked for you. Choose any fold you want...the EMBEE gives you four basic ones with infinite variations.

EMBEE FOLDERS pay for themselves many times over in time and money saved. Call us today. Let us demonstrate EMBEE efficiency. Consult the "Yellow Pages" for our office nearest you or return the coupon.

DAVIDSON CORPORATION
Subsidiary of
Mergenthaler Linotype Company
29 Ryerson Street
Brooklyn 5, N.Y.

Please have representative contact me to arrange a free demonstration of the EMBEE FOLDER.

NAME_____

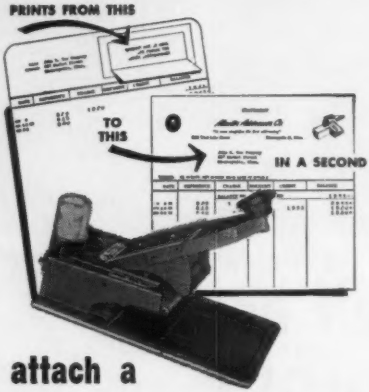
Company_____

Address_____ Phone_____

City_____ State_____

For More Information Circle No. 412

NOW YOU CAN ADDRESS MONTHLY STATEMENTS IN 1/3 THE TIME . . .



attach a PRESS-ON MASTER PATCH to your ledger cards!

SAVES YOU TIME! Reduces statement addressing in the average office up to 66%.

PREVENTS ERRORS! Eliminates wrong addresses, transpositions of characters, misspelling, etc.

ENABLES YOUR LEDGER CARDS TO WRITE! In addition to heading statements and collection notices you can also address direct mail, service follow-ups, shipping labels, bills of lading and other office forms . . . all from your ledger card file.

AS EASY AS "1, 2, 3"

- Just type the name and address ONCE on the PRESS-ON MASTER PATCH. They're easily prepared in an ordinary typewriter . . . no special equipment required.
- Attach the adhesive backed MASTER PATCH to your ledger card. They press-on instantly . . . to existing records of any size or shape . . . no need to change your present accounting system.
- Address statements, month after month from your ledger card . . . Automatically!

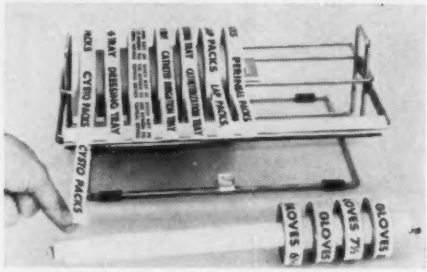
PRINT WITH THE MODEL 60 *Master Addresser* | MACHINE COMPLETE WITH SUPPLIES FOR 500 ACCOUNTS $70.00 Plus Fed. Exc. Tax

MASTER ADDRESSER COMPANY

6500-O West Lake St. • Minneapolis 26, Minn.

For More Information Circle No. 287

for 1″ cores. User can mount both cores at same time. The auxiliary mandrel is available on request. Also equipped with 13 ⅜″ wide empty roll cores for separating various tapes. Additional spacers ½″, ¾″



and 1″ wide, are available. Three spring clips fasten dispenser to table or vertical surface, but it can be easily removed for portability. Dispenser is 15½″ x 9¾″ x 6″, one to a carton is 6 lbs. With standard mandrel, $12.95, f.o.b. above. **For More Information Circle No. 136.**

BOOK HOLDER

Protecto Mfg. Co., 237 E. Front St., Owatonna, Minn., makes a book holder which frees both hands for typing, writing, drawing or computing while book or other reference material is held at the proper angle, open to the desired page.

This saves time and deskspace, and reduces eyestrain. The stand folds flat for storage in desk drawer or carrying in briefcase or notebook. Of sturdy, lightweight, metal construction, priced at 89c on display card. **For More Information Circle No. 209.**

MODERN

MASO ELEVATOR STAND

VALUE FAR ABOVE THE PRICE

QUIET UNDERCOATED TO ABSORB NOISE

NO. 1695
MASO
SPECIAL

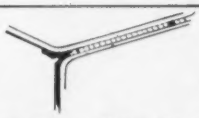
MORE FOR YOUR MONEY

in these features...

- All steel
- Power pedal
- Rattle proof — *quiet*
- 2 drop leaves
- Elbow-type arms
- Tubular legs
- Soft rubber casters roll smoothly
- One foot adjusts for uneven floors
- Baked enamel finish; *also available in colorful wood-grain plastic tops.*

EXCLUSIVE FEATURE: 1-piece leg bracket

MASO elevator stands are ideal for electric typewriters, adding machines, calculators and other office equipment.

CHOICE OF COLORS			
Mist Green Gray Desert Tan Olive Green Brown	 One Foot Adjustable	 Continuous Piano Hinge	 Exclusive Power Pedal

FOR COMPLETE INFORMATION-MAIL COUPON TODAY

MASO

Established 1933

Be sure to see the new MASO line at the Conrad Hilton

ROOMS 710-711

N.S.O.E.A. Chicago

Interstate Metal Products Co., Inc.
(Office Equipment Division)
666 Lake Shore Drive, Chicago 11, Ill.

Please send us FREE Office Equipment Catalog and price list on MASO quality products.

NAME _____

TITLE _____

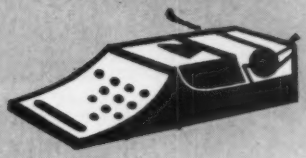
COMPANY _____

ADDRESS _____
(City) (Zone) (State)

For More Information Circle No. 252

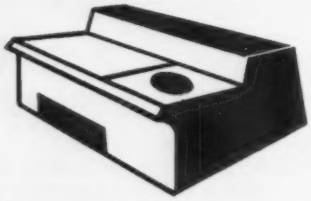
HEADQUARTERS FOR YOUR VISUAL COMMUNICATIONS SUPPLIES

for your typewriter use MULTI-PURPOSE®



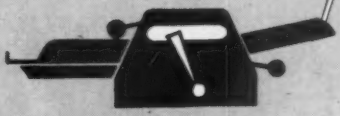
Old Town's multi-purpose ribbons—they're a natural in preparing copy for Offset, Diazo, Photographic or Thermal reproduction. Jet black reproduction . . . crisp, clear characters every time. Designed for correspondence typing and formulated to satisfy all typing.

for your copying machine use COPYMAKER®



Old Town's Copymaker (Type M) thermal copy paper. Here's a sheet that contains the two outstanding features you've been looking for. Simplicity and economy. It's made for use on your Thermofax machine and reproduces on heavier weight white stock in brown or black characters. Copymaker has longer file life and is uneffected by atmospheric conditions in your office or plant. All this and it costs far less—try it and see for yourself.

for your duplicating machines use cbp®



Old Town's CBP (Cobalt Blue Process). The only non-bleeding, non-staining, non-migrating duplicate carbon on the market. Out performs all others . . . greatly exceeds the reproduction capacities of your present multi-sets.

WHATEVER YOUR REPRODUCTION REQUIREMENTS—MACHINES, MULTI-SETS, RIBBONS, CARBONS—IT WILL PAY YOU TO REMEMBER THE NAME OLD TOWN.

Old Town Research and Product Development is providing better products for better visual communication.

Old Town

visual communication products by:

OLD TOWN CORPORATION
750 Pacific Street, Brooklyn 38, N. Y.

makers of

- carbon papers
- inked ribbons
- spirit duplicating machines and supplies
- copying supplies

For More Information Circle No. 392

TRANSPARENT COVERS

Smead Mfg. Co., Hastings, Minn., has added a clear acetate front brief cover (No. 121) to its cover line. Designed to show the first page of a bound-in report,

the entire front is .0075 clear acetate. The back cover is Smead Sharon Brief cover stock, a Spanish grain leatherette finish in choice of ten colors. For sheet size 11" x 8½", three double tang fasteners assure safe binding of contents and acetate affords complete protection. **For More Information Circle No. 196.**

BUSINESS CARDS

R. O. H. Hill, Inc., 270 Lafayette St., New York 12, N. Y., offers a Coupon

Book Plan for buying business cards. This eliminates the need for making out separate purchase orders, requisitions and a

They all write with

All-Rite

One of All-Rite's pens for every purpose . . .

COSMOPOLITAN
6½" long, pocket/desk model: Eight ink colors: Blue, red, green, black, turquoise, gold, brown, lavender.
#1460: Utility Pen — Medium line — 39¢ ea.
#F1460: Auditors Pen — Extra fine line — 49¢ ea.

ALL-RITE PEN, INC.
HACKENSACK, NEW JERSEY
See us at Booth 165, NSOEA Convention
For More Information Circle No. 447

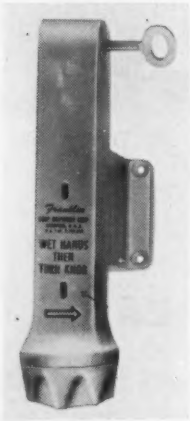
number of small checks. Since all technical specifications are contained in each coupon, accuracy is assured. For folder, "Save $10 Every Time You Order Business Cards," **Circle No. 138.**

ADHESIVE TACKS

Neatape Corp., 38 East 1st St., New York 3, N. Y., introduces an adhesive tack with pressure sensitive cement on both sides for posting on bulletin boards, spotting on maps, charts, etc. Neatacks prevent users' fingers touching adhesive because of finger-lift handle. Adhere to metal, wood, plastic, glass, paper or any dry surface. Can be peeled off and reused. Will not mar any surface. **For More Information Circle No. 116.**

SOAP DISPENSER

Franklin Soap Dispenser Corp., 12 E. Kinzie St., Chicago 11, Ill., announces Frankin Soap Grinder Dispensers for pulverizing soap bars which weigh only 1¼ oz., yet provide 350-700 hand washings. Bars are packed 72 to a box 6¾" x 6¾" which weighs 5½ lbs. In addition to pure Castile mildly scented, there is soap with G-11 hexachlorophene, and with borax. Dispenser evenly measures soap. Since it takes six knob turns for a complete revolution of the cutting wheel, most people get enough in one or two knob turns. It takes 350 complete revolutions to use up one bar. Soap bar's entire surface is cut. **For More Information Circle No. 106.**



CHANGE NUMBERS QUICK AS A WINK!

FORCE *Quick Change*

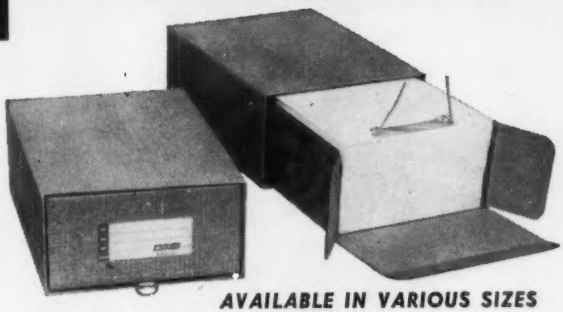
Force Quick-Change Numbering Machines permit instant changes of numbers *regardless of sequence*. They are ideal for numbering bank books, work cards, yardage tickets, drug and chemical labels, file folders, jackets, coded job tickets. Indicator figures alternately colored for easy reference. Heavy-duty model has ⅜" figures, available with up to 16 wheels. *Write for catalog.*

WM. A. **FORCE** & CO., Incorporated
216 Nichols Ave.,
Brooklyn 8, N. Y.

For More Information Circle No. 290

New from OXFORD . . .

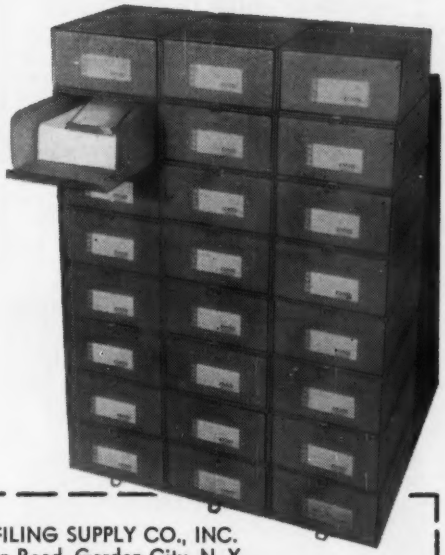
3-IN-1 BINDAFILES!



A BINDER—An Oxford Bindafile drawer has built-in flexible posts for quick threading of punched forms. For ready reference you just pull out the drawer and take the binder to your desk. There's no cover to get in your way or take up desk space and flexible posts permit easy access to all papers without removing them.

AVAILABLE IN VARIOUS SIZES FOR ALL PUNCHED OFFICE FORMS

A FILE—The drawer fits into a shell, giving complete dust protection to papers. Drawer front has a large label for instant identification . . . just pull it out by the ring handle and you have the file of the papers you want. No more piling old-style binders on dusty shelving, no more shifting binders to get at the one you need.



A CABINET—Oxford Bindafiles stack and lock together into batteries, eliminating expensive shelving. And you can maintain strict sequence of filing, because the drawer you remove goes right back where it came from!

Oxford Filing Supply Co., Inc.
Garden City, N.Y.
In Toronto, Luckett Distributors, Ltd.

Oxford
FIRST NAME IN FILING

OXFORD FILING SUPPLY CO., INC.
15-9 Clinton Road, Garden City, N. Y.

Please send all information on Bindafiles plus FREE Oxford Catalog.

NAME _____
FIRM _____
ADDRESS _____
CITY _____ ZONE ____ STATE ____
Name of your Oxford Dealer _____

For More Information Circle No. 415

"Coverteers"

Shown on
Model E-15R
Harter Chair

DRESS UP YOUR OFFICE CHAIRS

In smartly styled, durable, slip-on covers that provide seating comfort and improve office decor.

Easy-to-apply Coverteers in a variety of quality fabrics recommended by leading manufacturers—will fit more than 100 models of secretarial and executive office chairs.

Write for literature today.

Covercraft Company, Inc.
GOSHEN, INDIANA

For More Information Circle No. 450

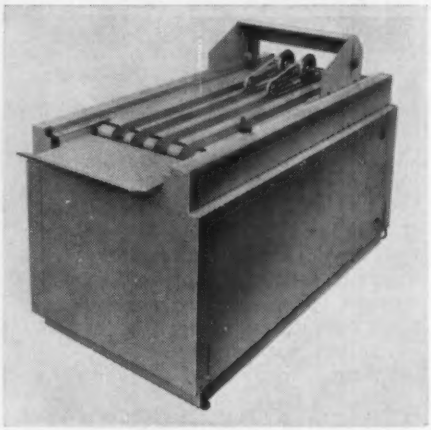
SORTKWIK®

Your Stationer has SORTKWIK or will stock it for you. Only 50c each.

For More Information Circle No. 451

COLLATOR DELIVERY

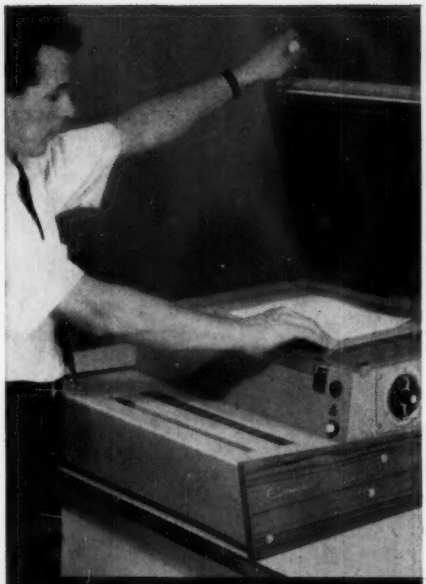
Didde-Glaser, Inc., Box 608, Emporia, Kan., introduces a Creeper Delivery Unit (Model 159G) for use with the Gather-All Sheet and Signature Collator. This inde-



pendent roll-up unit delivers completed sets for easy removal while collator is operating. Speed of delivery is adjustable to allow staggering of sets up to 3″ over 42″ length of delivery belts. Free-standing and adjustable in height, unit is mounted on rollers and has no mechanical or electrical linkage to collator. Only 115-volt plug-in electrical connection is required. **For More Information Circle No. 154.**

WORLD GLOBES

Replogle Globes, Inc., 1901 N. Narragansett Ave., Chicago 39, Ill., makes two Pull-Down World Globes which are simple to mount on a wall, pull up or down at a touch and raise out of way when not in use. One is an illuminated 10″ high impact plastic globe with detailed ten-color map hand applied for accuracy. Interior lamp makes place names easy to find. All metal parts are brass plated; complete and ready to mount. A 12″ relief non-illuminated ten-color globe shows mountains, plains and plateaus in three dimensions and come with mounting bracket and screws. **For More Information Circle No. 496.**



Choose 11 x 15 or 18 x 26-inch Copycats, both with automatic vacuum pump for sharpness of pressure contact. Automatic vacuum release means no cracked ground glass on light box.

Copycat is designed for speed and economy. Rollers easily removed for cleaning. One-minute developer change. Gevaert plates stack for storage . . . and repeat uses.

NOW... complete plate production in one compact unit!

Copycat

OFFSET PLATE-MAKER

3 Simple Steps • 3 Minutes Time • 39¢ per plate, including negative

Right in your own shop, in ordinary room light, you can produce high-quality Gevaert aluminum offset plates on this new Copycat unit. Just expose . . . develop . . . fix. Whatever the job, simple mass copies or precision color, plate production with Copycat is just three steps, three minutes . . . and 39¢ including negative.

Copycat handles line work, screened half-tones, screened tint blocks and color. You need no dark room, no plumbing . . . no camera, no arc lights. You avoid delays, save messenger fees, save $3 or more over plates bought outside.

This Copycat is a new refinement of a precision line. No other plate-maker has all its features, all its range and capacity. Look at the features . . . Look at the costs . . . then test it yourself. Check it with your material, your duplicator.

Send Coupon . . . or Phone OR 4-5582 in New York

Copycat Corp.

Photocopy Machines — Offset Plate-Makers

GEVAERT Paper & Plates

Copycat Corporation 0-91
200 Park Avenue South, New York 3, N.Y.

☐ Please send details of Copycat plate-maker, and demonstration data.

☐ Please arrange a demonstration for me.

Name_____

Firm_____

Address_____

City_____ State_____

For More Information Circle No. 448

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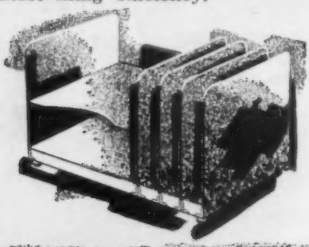
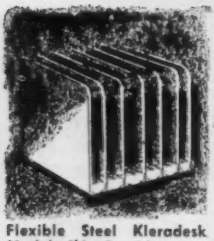
Sengbusch® spell

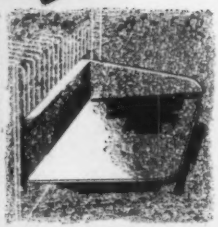
volume sales and profit!

FLEXIBLE STEEL KLERADESK — MODEL D. Combines three vertical compartments — two horizontal sections. Indexed for greatest filing efficiency.

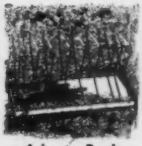




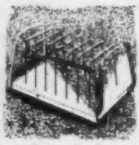
Flexible Steel Kleradesk Model 6V. Provides protective place for papers.



File-A-Sist. Attaches to file drawer. Leaves hands free. Removes instantly.



Adapto-Rack Sectional Organizer



Cata-Rack for Catalogs and Books

"Capillary Action" Handi-Pen Desk Sets

No-Over-Flo Sponge Cup

Ideal Sanitary Moisteners

"Build Up" Horizontal Desk Tray.

Write today for full information and prices.

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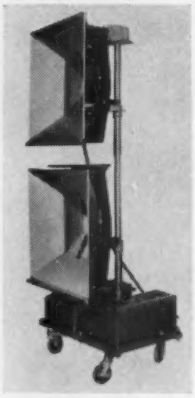
Milwaukee, Wisconsin

Something new and interesting . . . at our NSOEA Booth No. 85!

For More Information Circle No. 386

ARC LAMPS

NuArc Co., 4110 W. Grand Ave., Chicago 51, Ill., makes double deck arc lamps for large cameras or oversize copyboards, which guarantee even light over the entire copy area. NuArc's magnetic



amplifier mechanism automatically controls the feed of the carbons, assuring the correct gap at all times during the burn. Lamps burn uniformly and consistently throughout the life of the carbons; remain constant in color, temperature and intensity. Available in floor or carrier types. For Bulletin N205 O, **Circle No. 495.**

MACHINE CLEANING SOLVENT

Tyland Co., Box 1309, Los Angeles 28, Calif., announces a cleaning solvent for typewriters and office machines that cleans crackle finish paints, does not harm metal or plastic parts, is nonflammable, odorless and easy to use. Comes in unbreakable plastic container. For 6-oz. trial size container, send $1 to above address. **For More Information Circle No. 494.**

WASTE RECEPTACLE LINERS

Rubbermaid, Inc., Wooster, Ohio, announces a line of plastic liners to fit the most popular sizes of sleeve and top-emptying waste receptacles. Made of sani-

Gestetner

tough MYLAR* reinforced 3-Hole Loose-Leaf Sheets

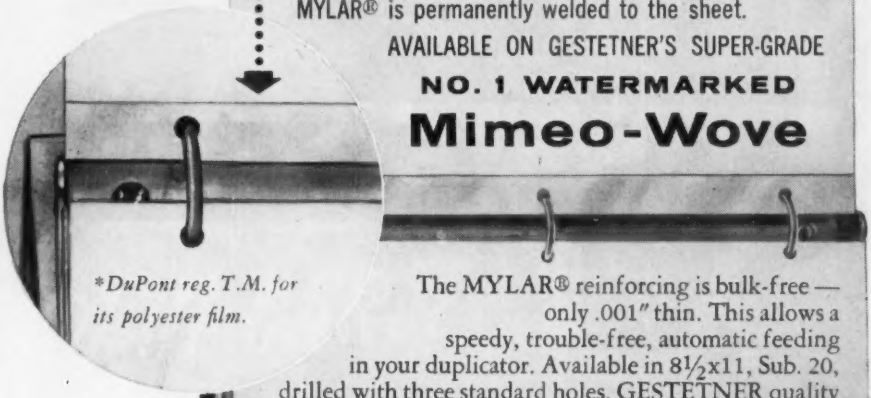
Make this 'can't-tear-out' test, yourself, with a free sample sheet.

Now . . . your sheets will stay put — forever — in your 3-ring binder. No more fabric strips or cloth reinforcements — no more torn holes or lost sheets. The MYLAR® is permanently welded to the sheet.

AVAILABLE ON GESTETNER'S SUPER-GRADE

NO. 1 WATERMARKED

Mimeo-Wove



**DuPont reg. T.M. for its polyester film.*

The MYLAR® reinforcing is bulk-free — only .001" thin. This allows a speedy, trouble-free, automatic feeding in your duplicator. Available in 8½x11, Sub. 20, drilled with three standard holes. GESTETNER quality paper is a natural companion to MYLAR® reinforcing.

Send me a free trial-packet of Mylar reinforced Mimeo-Wove paper. I have the following make of duplicator:

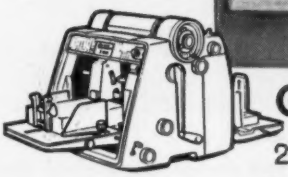
Name.....

Company.....

Address.....

City, Zone and State.....

by the makers of GESTETNER world-famous dual-cylinder stencil duplicator.



GESTETNER CORPORATION

216 Lake Ave., Dept. 93, Yonkers, N. Y.

For More Information Circle No. 419

thousands of enthusiastic users will tell you there is no other product like

FORMSCARD

achieve absolutely perfect registration and control because pre-punching and printing are done simultaneously.

FORMSCARD

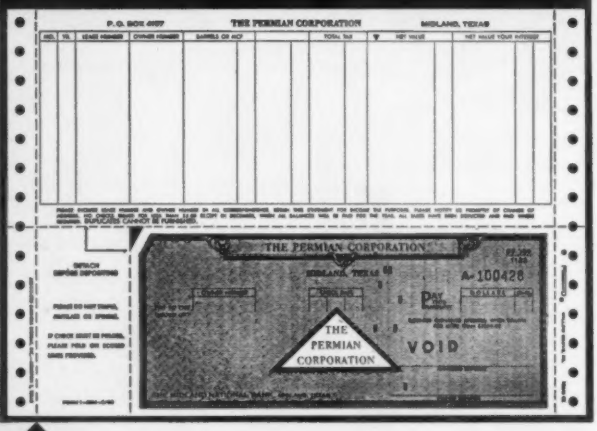
offer maximum flexibility because vouchers can be of any length; side, top or bottom.

FORMSCARD

can be tabulated at any speed; separated manually or on any burster; can be part of multiple part sets.

FORMSCARD®

the original and only continuous tab card with no medial waste strips



call, write or wire

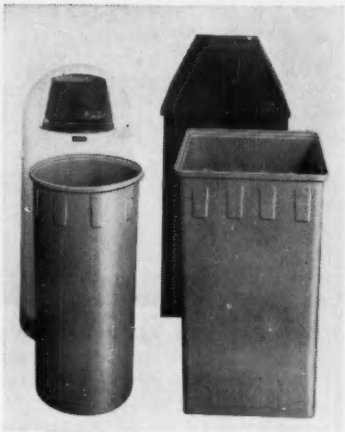
Forms inc

WILLOW GROVE, PA. Phone: Oldfield 9-4000

Manufacturers of line-hole continuous business forms
Samples on request—
sales representatives in principal cities

For More Information Circle No. 243

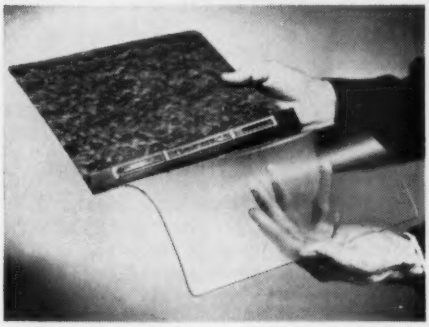
tary, easy-to-clean polyethylene, they resist corrosive effects of colas, syrups, sugar drinks, water, soap and acids, and will not



rust. Several times lighter than galvanized liners, they are completely free from dirt-catching corners and seams. They are built for long service and are ideal for either wet or dry waste. The liners can also be used as wastebaskets. Available in five sizes in granite gray, or white at a slightly higher price. **For More Information Circle No. 488.**

TRANSPARENT BINDER COVERS

Acco Products, Ogdensburg, N. Y., introduces an Accopress Binder for presentation purposes. Front cover is trans-



MAIL CART!

To Increase Your Mail Operation Efficiency!

$47.50

Model LS-2

Companies throughout the country are using this double deck chrome-plated steel distribution cart, to categorize incoming mail for quick, error-free delivery. Lower basket for outgoing mail. Both baskets removable.

Basket Size: (Upper) 17½" x 25" x 11" (Lower) 17½ x 25 x 8 • Frame: Chrome plated steel • Baskets removable • Terms: 1% 10 days, net 30 days • F.O.B. Detroit • Shipping weight: 33 lbs.

FILE HOLDERS TO FIT GUIDE BARS $ .24 EACH

Write for Free Brochure or Better Still ORDER TODAY!

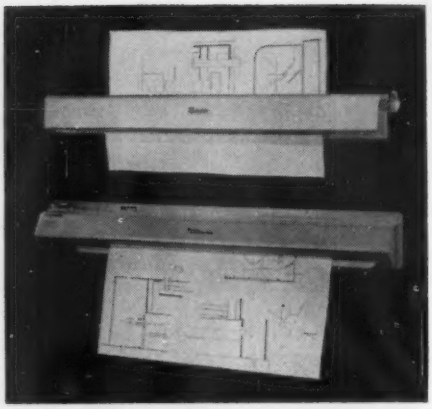
MANUFACTURED BY-

CHESLEY INDUSTRIES, Inc.

24702 Telegraph Road Detroit 41, Michigan

For More Information Circle No. 288

parent acetate, allowing the front page to show. This allows the use of photographs or other illustrative material in the cover design and provides immediate identification, while still giving complete protection. Acetate is heavy gauge; back cover 20-pt. pressboard. All punched sheets are held firmly in place by an Acco Fastener. Available in 12 colors. Sells for 70c. **For More Information Circle No. 126.**



DIAZO AUTOMATIC DEVELOPER

Rotolite Sales Corp., Stirling, N. J., makes the Rotolite Thermomatic automatic diazo print developer with a heated roller to speed action of ammonia developer. At low cost, it produces completely developed blackline and sepia prints up to 42" wide at 48" per minute. Can be used with the Rotolite Expeediter diazo printer to make sharp sepia, black, and blueprints. Developer has no dials to be set, no bottles; one filling usually lasts all day. Weighs 30 lbs. and mounts on a wall to save space but also can be used on a desk. All copies, including first prints, cost about 1c in letter size or 1½c a square foot. Model sizes range from 18" to 42" paper widths; cost $129.50 and up. **For More Information Circle No. 156.**

"Go-togethers" for Positive Property Control!

"AUTOGRAPHS" . . . AND YOUR F. F. & E.

Positive Property Control begins with properly tagged physical assets. Identify efficiently "out-front" with Serially Numbered "AUTOGRAPHS".

Benefits? Reduced capital expenditures, curtailed losses and thefts, verifiable tax computations and equitable insurance coverage.

Made from lustrous .016" aluminum (*not a foil*). Legibly debossed serial numbers. Adhesive backing. *A cinch to mount on any surface.*

Millions used on the FF & E of businesses, industries, institutions and governments. *Many reasons why!*

Write for samples, prices and a 16-page booklet on Property Control.

METALcraft INC.

1619 SO. FEDERAL AVE. MASON CITY, IOWA

For More Information Circle No. 385

Feet that must stand all day to accommodate their owner's occupation put a frown on the face as surely as if they were directly connected. To keep a warm, welcome-customer smile on that face, even near closing time, the feet must receive proper support all day long.

Hygienic Foot-Comfort Mats and Runners provide that support. They're scientifically designed to distribute body weight, relieve back strain and reduce fatigue. Soft, but not mushy, they last for years — pay for themselves by increasing employee morale and efficiency.

HYGIENIC
Foot Comfort
CUSHIONS

- A choice of marbleized colors to enhance your office decor
- Lengths and widths for any station
- Smooth, easy to clean surface
- Beveled edges for safety and appearance.

See your office supply dealer or write to:
THE HYGIENIC DENTAL MANUFACTURING COMPANY
FLOORING DIVISION, DEPT. E
AKRON 10, OHIO

For More Information Circle No. 402

NEW Paper Welder

Fastens Paper Using Nothing But the Paper Itself!

- No Refills
- No Clogged Machines
- No Staples to Remove
- No Bulky Files
- Paper Easily Unlocked, No Tearing
- Welded Papers Lay Flat

It Costs Nothing To Press The Handle

A precision made instrument with handsome chrome finish. It is new, novel, smooth, silent, and efficient in operation. Never needs refilling. It will weld up to six sheets of 16# paper. Modernize your office with this time and money saving office appliance. An ideal gift with name engraved on the handle. If your dealer cannot supply you, write direct. Dealer inquiries invited.

PAPER WELDER, INC. Medina, N. Y.

For More Information Circle No. 245

MAP BIN FILE

THE LOW COST WAY TO FILE ROLLED MAPS, DRAWINGS, TRACINGS, ETC.

Heavy gauge steel bin, baked enamel finish, protective rubber bumper all around. Rolled items quickly located and refiled. Ideal in a limited working area.

40 HEAVY-DUTY CARDBOARD TUBES, 2" DIAM., 36" LONG.

BIN: 22" x 9" x 27 3/8

WITH FREE PLASTIC COVER

ORDER TODAY – SHIPPED FROM STOCK

F.O.B. TULSA, OKLA.

Weight 31 lbs.

$33.00

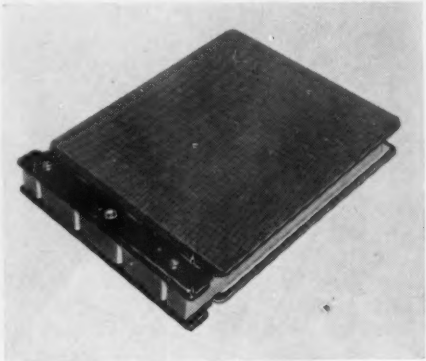
SCOTT-RICE CO.

619 SOUTH MAIN ST. TULSA 19, OKLA.

For More Information Circle No. 246

POST BINDERS

Marbon Chemical Div., Borg-Warner Corp., Washington, W. Va., announces that Raven and Nomad post binders produced by Wilson Jones Co., Chicago, are now constructed with an improved locking safety catch housed in a tubing assembly extruded of Cycolac rigid plastic.

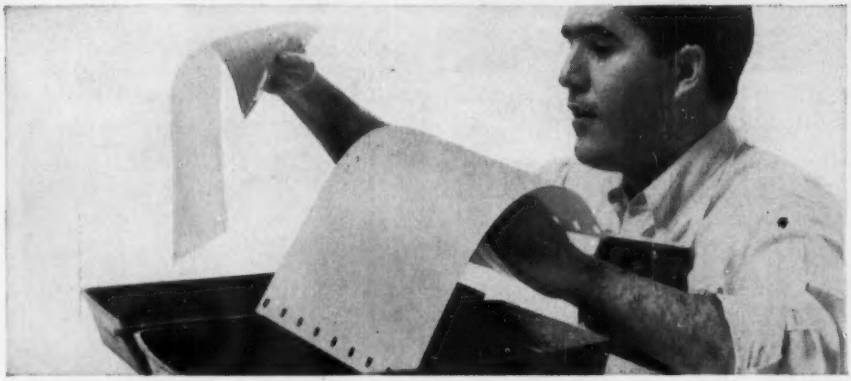


The first major design change for the Wilson Jones binders in almost 50 years, the assembly has been strengthened as the dimensional stability of the ABS plastic, coupled with its inherent tensile strength, forms a more shock-resistant housing that offers increased protection and longer service for the locking mechanism. The smooth, clean finish gives a more attractive appearance, and the color matches the black and blue grain binder covers. Housing unit was extruded by Sandee Mfg. Co., Chicago. **For More Information Circle No. 182.**

FILM PENCILS, LEADS

Richard Best Pencil Co., Inc., 215A Mountain Ave., Springfield, N. J., announces a line of drawing pencils and leads for use on Mylar, Estar and Cronar polyester base drafting films. Damascus Polyfilm Pencil is available in five degrees of hardness, and features the Try-Rex Damascus pencil shape. For those who prefer lead holders, Damascus Polyfilm Leads are also available in five degrees, identical to the Polyfilm pencil. For a sample set of pencils and folder, **Circle No. 142.**

GO AHEAD—SOAK 'EM



This proves
Di-Kotes will give you better offset duplication.

Moisture is vital in offset duplication, but the moisture should stay on the surface of the plate, not soak into it.

Try soaking both a Di-Kote plastic-fiber plate and a *paper* plate at the same time. You'll see why Di-Kotes will give you longer life and better duplication. The paper plate *absorbs* moisture; it gets soggy and will crack, stretch and tear at the sprocket holes. It loses strength and stability when wet.

Di-Kotes have a *plastic fiber* base, not paper, and their moisture-barrier coating *carries* water instead of *absorbing* it. Di-Kotes *can't* get soggy, *can't* crack, tear or lose stability. And, you can etch Di-Kotes on the bench because they won't curl. They keep their "snap" even when wet, making them easier to run on the press and giving you cleaner, sharper duplication.

Because they can't lose their dimensional stability, Di-Kotes can be stored for re-runs, even in systems or forms work, where register is important.

If you don't have time to soak 'em, you can find out more about them by sending in the coupon today. You'll also receive a free Direct Image Plate Reference Guide.

Manufacturers of Graphic Arts Supplies

POLYCHROME
CORPORATION

2 Ashburton Avenue,
Yonkers, New York

Please send me more information on Di-Kote plates and my free Direct Image Plate Reference Guide.

G9

We have.....size offset presses

Name.....

Firm.....

Address.....

City.....State.....

For More Information Circle No. 407

SYNTRON

VIBRATORY
BUSINESS FORM
JOGGERS

—ease all
your paper
handling jobs

Syntron Business Form Joggers increase paper handling efficiency at every operation—preparing mail for opening, aligning invoices, punch cards, statements, cancelled checks, salesmen's reports, and other office materials. Eliminate slow manual jogging, speed office work by the use of simple vibration rheostat controlled for easy, instant adjustment.

Simplicity of design assures long dependable service life with very low maintenance.

Syntron Business Form Joggers are fast (3600 vibrations per minute), efficient, and effective—tilting rack model available with two, three, or four bin dividers.

Write for detailed information today.

61PJ5

SYNTRON
SYNTRON
715 Lexington Avenue
Homer City, Pa.

For More Information Circle No. 381

DESK LAMP KIT

Zack Electronics, 1422 Market St., San Francisco, Calif., offers the Tech-Lyte incandescent utility lamp in kit form for do-it-yourself assembly. This universal lamp is suited for laboratories, studios, drafting rooms, inspection points, etc. It

features strong but lightweight tubular arms which are spring counterbalanced to permit free movement and ability to remain set without clamping or locking. Lamp moves up, down, sideways; extends to a 3 ft. radius and swings to illuminate any area on a desk or table top 6 ft. long and 3 ft. wide when secured in central position by base screw-clamp. Attractively finished in durable gray enamel, it comes with complete step-by-step assembly instructions for $9.95. **For More Information Circle No. 119.**

SPRAY CLEANER

I. T. Morris Co., Box 126, Canandaigua, N. Y., announces its Morris Miracle Foam Cleaner, packaged in an easy-to-use aerosol can that prevents spilling or evaporation. It is effective for cleaning desk tops, filing cabinets, office chairs and business machines of all types. Simply sprayed on and wiped off with a cloth; can be used on wood, metal, leather, plastic and fabric surfaces. It can be also used as a hand-cleaner to remove carbon or ink smudges

MASTER TIME AND SPACE WITH ROYALMETAL

What is it that most buyers of office furniture really want? Most effective use of available floor space. Functional design that delivers peak employee efficiency. A price range that meets the budget. By satisfying all these needs (and more), Royal Metal has achieved a unique position in the office furniture field. Our newest designs, the "100" and "300" series shown above, provide many time and space-saving ideas. Ask your Royal dealer. HE'S EASY TO FIND IN THE YELLOW PAGES. Or write: ROYAL METAL MFG. CO., Dept. 7-I, One Park Ave., N. Y. 16. SHOWROOMS: New York, Chicago, Los Angeles, San Francisco, Seattle, Atlanta; Galt, Ontario. Royal

ROYALMETAL

For More Information Circle No. 256

THE HAMILTON RITE-COPY LINE

CUT-SIZE PAPERS — 226 DIFFERENT ITEMS!

...and they're all HAMILTON QUALITY

Business Papers: Hamilton Bond, Mimeo, Duplicator; Montgomery Bond, Mimeo, Duplicator
Text and Cover Papers: Hamilton Andorra, Hamilton Kilmory
Vellum Papers: Hamilton Starwhite; Hamilton Vellum Opaque; Hamilton Vellum Cover
Offset Papers: Hamilton Offset, Test Offset

Standardize on Hamilton Rite-Copy Papers—one broad *quality* line for all duplicating-machine uses. You get 13 mill-brand papers in white and colors, with many weights and in practical sizes from 8½" x 11" to 11" x 17". They're all cut to the right size and press ready . . . many 3-hole punched and Mylar* reinforced. They're all in new, colorful, moisture-proof packages. And there's *no increase in price!* See your Hamilton merchant.

HAMILTON PAPERS

Hamilton Paper Company, Miquon, Pa.
Mills at Miquon, Pa., and Plainwell, Mich.
Offices in New York, Chicago, Los Angeles

*Du Pont Registered T.M.

For More Information Circle No. 426

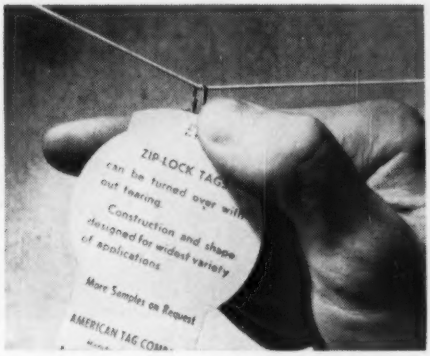
from the skin. Contains no carbon tetrachloride or other harmful ingredients; is non-flammable and non-toxic, retails at $1.75 per can. **For More Information Circle No. 492.**

MECHANICAL PENCIL

All-Rite Pen, Inc., Hackensack, N. J., introduces an improved version of its Fiesta mechanical pencil. It features a king-size eraser, easy-twist action for expelling or retracting lead, nickel-plated tip for easy grip and supply of fine-line black leads inside the barrel. Like the Fiesta pen which it matches, pencil has molded plastic barrel in gay colors, sure-hold pocket clip and chrome-plated ring. Retails for 49c. Extra erasers are available at 19c per envelope of four. **For More Information Circle No. 493.**

TAG FASTENER

American Tag Co., 151 Cortlandt St., Belleville, N. J., announces the Ziplock Tag Fastener. Designed to overcome



limitations of string as a fastener for hang tags, it provides swift, secure attachment. Manufactured to form one unit, the tag with Ziplock can be attached to a product with one hand for savings

For 20 Employees or 520!

The Revolutionary SHINGLE-FILE

ONE-WRITE PAYROLL

Surpasses Them All!

NO

- Tubs or trays!
- Loose or lost earnings records!
- Individual handling, pegging or unpegging of earnings records!
- Individual handling, pegging or unpegging of checks!
- Individual realignment or advancing of the payroll summary sheet!
- Hand posting or transcription errors!
- Spread-out space!
- Accounting machine investment!
- Big expense on forms!
- Skilled operators!
- Carbon handling or carbon mess!
- Laborious hand sorting of checks at end of month!
- Complicated gadgetry!

★ Throw them away!
★ They're SHINGLE-FILED once each half-year right in the work-binder!
★ All you do is turn a page!
★ They're preshingled!
★ Don't do a thing!
★ ALL records in one writing! Including body and stub of check!
★ It's compact! Everything in ONE binder!
★ Save your money!
★ Use same check for accounts payable if you wish!
★ Easy to do!
★ NCR paper used!
★ Edge punched checks for easy bank reconciliation! Small extra cost!
★ Ingenious, but simple, equipment!

20 EMPLOYEES—weekly payroll—year's supply—only $99.90 for everything you need down to the storage binders! Each additional employee, only $2.39 per year!! Still less for large payrolls! Write for free brochure! Inquiries welcomed from DEALERS and independent sales representatives.

FIGURE WRITE BUSINESS SYSTEMS,
Box 61 Hillside Manor Branch,
New Hyde Park, N. Y.

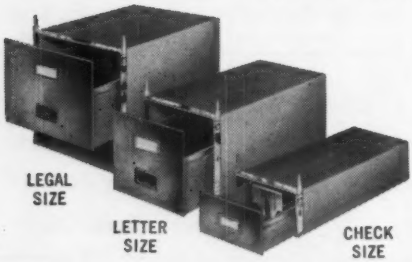
TIME-STUDIED BREAKTHROUGHS IN THE ONE-WRITE • ONE-TYPE TECHNOLOGY

For More Information Circle No. 308

STORE 'EM
PRONTO
FILE 'EM
PRONTO
FIND 'EM
PRONTO

Free your expensive files by transferring your old records into low cost Prontos and use your expensive steel cabinets over and over again.

20 DIFFERENT SIZES
a size for every office record



Find out why top companies everywhere use PRONTO STORAGE CABINETS for their old records. Fill in the coupon below and attach it to your letterhead . . . We will arrange a Pronto Demonstration at your convenience.

PRONTO FILE CORPORATION
415 Madison Avenue, New York 17, N. Y.

☐ Please send me your latest Pronto catalog.
☐ Have your representative call for demonstration.

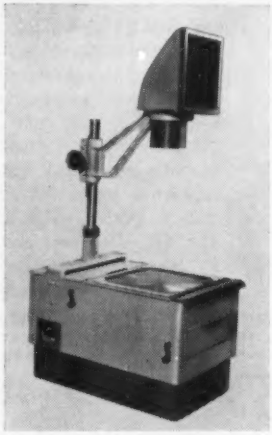
Name_____
Address_____
City_____ Zone____ State____

For More Information Circle No. 292

in time and labor. Once attached, a Zip-locked tag cannot slip off, is held face out and snug against the product. **For More Information Circle No. 210.**

OVERHEAD PROJECTOR

Buhl Optical Co., 1009 Beech Ave., Pittsburgh 33, Pa., makes the Kool-Lite 6000 overhead projector which features cool, bright and quiet operation. It weighs



40 lbs., accommodates transparencies up to 10″ x 10″ and holds cellophane rolls which can be used for projection of hand-written notes. Due to the coolness of operation, the Kool-Lite 6000 will hold projection transparencies for almost unlimited periods without loss of quality due to overheating. **For More Information Circle No. 121.**

SCREEN TINTS

Direct Image Corp., 3311 West Beverly Blvd., Montebello, Calif. announces Dichron screen tints. Made on polyester base film (0.004″), tints are dimensionally stable, have controlled values and are highly uniform (even in 10% and 20% values). Uniform dot size and streak-free development eliminates mottled tones in flat tint printing. A standard to measure tint percentage is being introduced that is

AUTOMATION

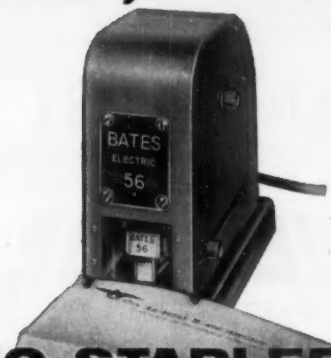
BATES C-H30 Electric Stapler

This fabulous machine staples at a touch of the paper! Jam-free and easy to reload, the Model C Head makes its own staples from a continuous roll of rust-proof brass wire—5,000 at one loading. Interchangeable H-30 Head for heavy duty jobs (up to 100 sheets at a time). Rugged construction assures long, trouble-free service.

IN STAPLING, TOO!

BATES "56" Electric Stapler

Completely automatic, staples at a touch of the paper. Uses a BATES "56" standard stapler, easily removable and replaceable, loading 210 standard staples. Adjustable depth gauge makes it easy to place staple the desired distance from edge of paper. Other features include compact design, push-button loading and "Safety-matic" construction.



BATES ELECTRIC STAPLERS

Standard for Excellence

For complete information, write

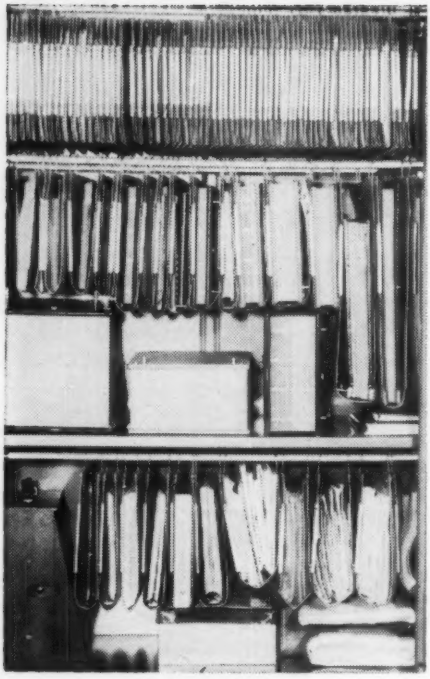
the **BATES** manufacturing co.

Orange, New Jersey

New York Office: 63 Vesey Street, New York 7, N. Y.

NUMBERING MACHINES • STAPLERS • LIST FINDERS • PUNCHES • STAMP PADS • EYELETERS

For More Information Circle No. 338



ANYWHERE

YOU NEED EXTRA CONVENIENCE IN *ANY SIZE* FILING, USE

OBLIQUE

FAST ACCESS
INDEX ON SIDE
LESS SPACE
EASIER WORK
SAVES MONEY

FREE COLOR FOLDER
WRITE ON YOUR LETTERHEAD

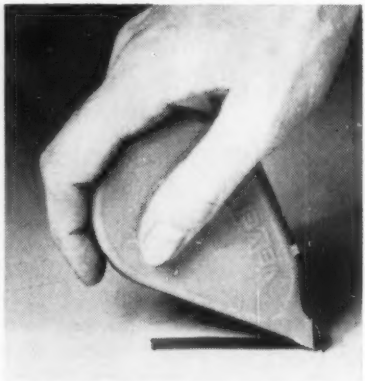
R. P. GILLOTTE & CO.
1222 SUMTER ST.
COLUMBIA, SO. CAR.

For More Information Circle No. 293

not dependent on visual observations (varying from one observer to another), but on careful instrumentations. To assure continuous reproducible results, optically determined values are kept within small tolerances. Tints are marked in percentages, packaged flat and retail at $8.50 for 20″ x 24″ size, and at $8 in quantities of six. An additional line of Dico Commercial Tints is offered at $5 each. This tint is also made on polyester base film (0.004″), and is of good quality for use when controlled tints are not essential. **For More Information Circle No. 487.**

TAPE APPLICATOR

Velvet Touch Corp., Bellingham, Wash., announces the Velvet Touch applicator to apply pressure-sensitive tape. Single-handed action allows user to roll out tape



to desired length; then tilt, twist slightly and tape is cut off. This prevents waste, wrinkling and curling. Plastic applicator is refillable. Velvet Touch holds any ½″ wide, 1″ core tape (masking, vinyl, cellophane, etc.) and comes in six colors. Suited for every taping job; mending, wrapping, sealing, masking and labeling. Retails for 98c. **For More Information Circle No. 147.**

XEROGRAPHIC SUPPLIES

Xerox Corp., X320 Haloid St., Rochester 3, N. Y., announces toners and developers for xerographic master making equipment in the preparation of transfer media,

THE NEW COMPTOMETER

DUPLEX CALCULATOR

Save valuable time . . . make routine tasks easier, simpler, quicker with the new Comptometer® Duplex Calculator. It accumulates grand totals automatically. Subtracts directly. Computes almost anything—payrolls, cost control, invoices, inventory . . . at high speed and in one direct, continuous action.

For a demonstration see the Yellow Pages ("Adding-Calculating Machines—Comptometer") or write Comptometer, Dept. O-9, 5600 Jarvis Ave., Chicago 48.

cuts calculating work in 1/2

For More Information Circle No. 212

Our Golden Rule

"...unmeasured service to a distinguished list of customers."

We are proud that the superior quality of our products has earned us the friendship of so many fine firms, and we take extra pride in meeting their special requirements with care and promptness.

We at Colonial will be happy to discuss *your* special requirements ... may we hear from you?

Specialists in the manufacture of spirit master units, spirit carbon, hand cleansers and fluids.

Colonial Carbon Company SKOKIE, ILLINOIS

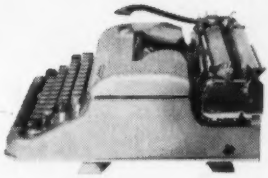
Serving the wholesale trade exclusively

including transparent and translucent intermediates, or for imaging on colored paper and card stock. They make possible low-cost, multi-color overlays; transparent overlays in color for schematics, animation, cartoons and television commercials; superior diazo reproduction through use of transparencies with brown or red images; nonreproducing guide lines for special needs like engineering change notices and patent drawings; high-contrast images for hand engraving rubber plates. Seven colors are available: red, green, yellow, blue, brown, gray and white. Heretofore, black has been standard. There is no change in the normal xerographic copying procedure, but it is convenient to have extra powder trays for quick changeover to color. **For More Information Circle No. 486.**

SPELLING GUIDE

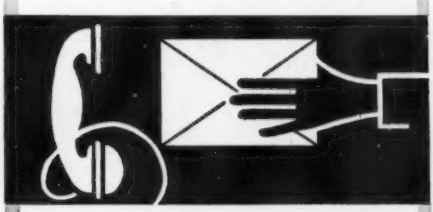
In'stant Spel'ler Co., Box 35-221, Los Angeles 35, Calif., announces a keyed and indexed guide to correct spelling. User slides arrow to desired first letter and

presses key to find any of 6000 commonly misspelled words, without turning a page. The desktop item is molded of styrene by Peerless Plastics, Culver City, Calif. Currently only in black, it will be available in six decorator colors. Price is $2.95. **For More Information Circle No. 120.**



Torpedo 18

Preferred by all because of its reliability, attractive design and unexcelled number of operating features



Torpedo

DYNACORD

the new office typewriter with basic new features and modern styling and finish in perfect harmony

Dealer Distributorships open

Torpedo Büromaschinen Werke AG
Frankfurt/M.-Roedelheim
Founded 1896 Western Germany

For More Information Circle No. 294

←For More Information Circle No. 489

There's No Better Calendar Buy—anywhere ...than EVER READY!

Compare its smart, pleasing design

Compare its sturdier, heavier construction

Compare its clean, uncluttered pages

Compare its sharp, 2-color printing

Compare its quality of paper

Compare its several use-features

Compare its nation-wide popularity

Compare its wider choice of colors

add these plus values, *then compare price*. You will find you are away ahead with Ever Ready desk calendars.

The EVER READY Calendar

...America's foremost desk calendar

EVER READY CALENDAR MANUFACTURING CO.

130 BAY STREET, JERSEY CITY, NEW JERSEY

For More Information Circle No. 333

Literature FROM THE MANUFACTURERS

TYING MACHINES

B. H. Bunn Co., 7605 Vincennes Ave., Chicago 20, Ill., offers a maintenance manual and parts catalog on Bunn Package Tying Machines. The 18-page, two-color booklet contains instructions on how to operate the machines, how to thread them

with twine, and make the various types of ties: one-way wraps or cross-ties; single, double or triple wraps. One section is devoted to how to avoid problems; another describes how to perform certain maintenance operations and replacement of parts; a third explains how to obtain a perfect knot, and what to do when trouble develops. A complete parts list is included with numerous exploded drawings to enable the machine user to quickly identify all parts. For a copy, **Circle No. 177.**

INFORMATION RETRIEVAL

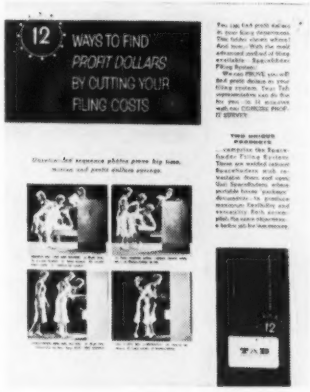
Stone Laboratories, Inc., 1312 Tremont St., Boston 20, Mass., developer of Tellertron information retrieval systems, offers an eight-page brochure, "Phase One: A Real-Time Updating and Transaction Processing System," which outlines the design approach to a typical system and discusses configuration, operation, optional features and advantages. Also included is a comprehensive block diagram showing the interconnection of major components in the system with stations in the main and branch offices. This is the first of a three-part brochure series. For a copy, **Circle No. 185.**

OFFSET DUPLICATOR

American Type Founders, Dept. 256P, 200 Elmora Ave., Elizabeth, N. J., offers an eight-page booklet describing the ATF Chief 15 Offset Duplicator. Colorfully and simply designed, it illustrates and describes the many features of this general purpose office duplicator, and lists its various uses. For a copy, **Circle No. 193.**

FILES

Tab Products Co., 995 Market St., San Francisco 3, Calif., offers a brochure detailing 12 ways to cut filing costs. Empha-



sized are time-saving features of the Spacefinder Filing System including cabinet shelf-type files, plus Unit Spacefinders

If your firm uses 6 pencils a week (at a cost of 2c per pencil), you would save 8c a week with the Electro-Pointer, based upon a proven record of ⅓ pencil consumption. The daily cost of the Electro-Pointer, including depreciation and up-keep, is less than 1c per day. The savings in pencils alone more than pay for the Electro-Pointer.

HERE IS HOW THE ELECTRO-POINTER SAVES YOU MONEY!

- POINTS THE LEAD . . . DOES NOT CUT IT AWAY
- DOES NOT BREAK POINTS
- NO NICKS OR WEAKENED POINTS
- PENCILS LAST 3 TIMES LONGER
- SHARPENS 6 TIMES FASTER

Write today for complete information

STILE-CRAFT Manufacturer's, Inc.
1825 Macklind Ave.
St. Louis 10, Mo.

Please send complete information on Electric Pointer.

Your Name_____

Firm's Name_____

Address_____

City_____ State_____

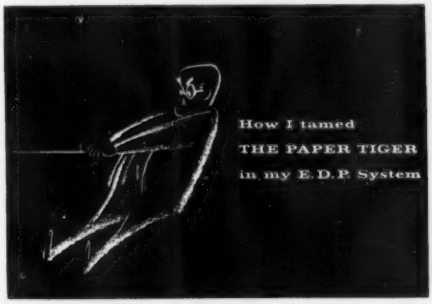
where documents are "packaged" in portable boxes. Major characteristics of visibility, accessibility, space and time savings are shared by both units. For a free copy, **Circle No. 173.**

FORMS CONVEYOR

Mercury Industries, 365 Broadway, Hillsdale, N. J., offers a brochure on its patented office conveyor which moves individual forms and documents on traveling belts to various desk positions along its route. The office conveyor is a flexible systems and procedures unit designed to meet any type of flow requirement. For Bulletin 500, **Circle No. 362.**

ADP FORMS HANDLING

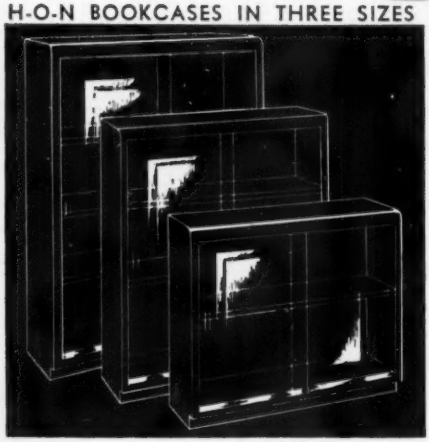
Autographic Business Forms, Inc., 45 E. Wesley St., South Hackensack, N. J., offers "How I Tamed the Paper Tiger in My E.D.P. System", a 28-page booklet which examines common forms handling problems in data processing systems and offers practical solutions. It specifically covers faulty forms feeding, illegible carbon copies, excessive manual forms handling and excessive printer downtime for reloading, showing how these problems can be solved by improved forms, new han-



dling techniques and equipment. Autographic's four-point program for increasing productivity of data processing departments outlines techniques for getting a continuous flow of continuous forms by nonstop printing, free-flow, feeding, improved

If you practice budgetry

H-O-N BOOKCASES IN THREE SIZES



BUDGETRY is the practice of wisely correlating spending to a budget limit. Oftentimes this is quite a trick. How to get price without sacrificing quality is the problem.

Here is a suggested answer: the price and the quality of H-O-N equipment are compatible with today's purchasing practices.

If you are interested in happily solving your budget problems in office outfitting, let H-O-N show you how. Write to us for literature and prices or see your dealer.

THE H-O-N CO., MUSCATINE, IOWA

For More Information Circle No. 376

←For More Information Circle No. 355

legibility and automatic separation and distribution. Of particular interest to data processing managers is section on continuous loading for high speed printers which eliminates stopping the printer to reload. Autographic's method of packaging provides a continuous flow of forms to the printer by arranging specially designed cartons in tandem and splicing the contents of one carton to another. For a copy, **Circle No. 179.**

SHADING FILMS

Chart-Pak, Inc., Leeds, Mass., offers a six-page brochure on the Contak line of color tints and shading films. Printed on pressure-senstive, heat resistant Mylar film, Contak is available in 132 patterns including standard Ben Day screens and 27 colors. Available for the first time are translucent white and black Contak sheets for making slide presentations. Also describes matte finish Mylar sheets, printed on special order for typing or writing with India ink, pencil or crayon. For the brochure, **Circle No. 187.**

MANUAL COLLATOR

A. P. Heinz Co., 2422 Lunt Ave., Chicago 45, Ill., describes a manual paper gathering method with illustrations depicting the proper sequence of operations.

Examples are shown of how the Heinz Portable Collator is adapted to this method and how it is used for varying numbers of pages. Included is a description of how the collator is adjusted to different paper sizes. **Circle No. 197.**

SICOB 61

12th INTERNATIONAL
OFFICE EQUIPMENT EXHIBITION

16 COUNTRIES • 350 EXHIBITORS • 1000 MANUFACTURERS

THE GREATEST SHOW
IN THE OFFICE EQUIPMENT FIELD

OFFICE ORGANIZATION, MAIL, SORTING AND FILING,
REPRODUCTION, CALCULATING, ACCOUNTING, DATA PROCESSING
TECHNIQUES SOUND RECORDING AND TRANSMISSION

PARIS France
PALAIS DE LA DÉFENSE
13-22 OCTOBER 1961

For More Information Circle No. 286

This is Encore—the Howell contract lounge seating line. Write for free catalog and specifications.

What Howell does for waiting . . .

We do this; we make that waiting time count. Every moment a visitor spends in your reception room or lounge, these handsome furnishings communicate their silent message of good taste and good sense. So do frames of satin chrome or Bronztone steel and upholstery of durable Naugahyde in a wide variety of colors. Table and chair units can clamp together for modular arrangement. And other, more subtle essentials—welt edges to protect upholstery, self-leveling feet to protect floors, and extended back legs to protect walls—all make the Howell contract line easy to do business with.

HOWELL

modern metal institutional furniture

434 South First Street • St. Charles, Illinois

For More Information Circle No. 393

MICROFILM CASE HISTORY

Minnesota Mining & Mfg. Co., Dept. S1-378, 900 Bush Ave., St. Paul 6, Minn., offers a two-color illustrated brochure outlining the microfilm program at the mortgage division of Investors Diversified Services, Inc. It describes three principal savings made by the Minneapolis firm: elimination of duplicate files, substantial space savings and reduced clerical effort. Frank C. Haas, assistant vice president of the division, wrote the story which tells how records contained in 40,000 individual file folders were reduced to several small drawers in one filing cabinet. For a copy, **Circle No. 180.**

FORMS SAMPLES

Beekley Corp., Data Systems Div., West Hartford, Conn., describes its precision systems products, integrated data processing systems and information retrieval systems in a 24-page ring-bound booklet which has a pocket at the back containing actual samples of the forms. The company explains its Needle Sort integrated data processing and information retrieval and the Beekley Needle Sort Desk Groover; also its Hecto Master-Patch Card addressing system and Feed-Hole punched cards for automatic writing machines; Data-Tab, Magne Sort, Magne-Dex, Needle Sort, Shingler and Micro-Mount visible card filing systems; Feed-Hole, Line-Finder and Shingle-Visible data processing accessories; complex manifold combination spot wax and carbon forms. For a copy, **Circle No. 181.**

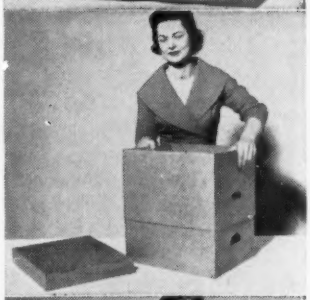
OFFSET PLATES

Polychrome Corp., 2 Ashburton Ave., Yonkers 2, N. Y., offers a technical bulletin, "Presensitized Plastic-Fiber Offset Plates," with information on exposing and processing Polykote and Rapidkote plates. The bulletin says that the light sensitve coating is of such a nature that, on exposure to shorter wave lengths of light (blue, ultraviolet) it will be hardened more rapidly. Exposure time is said to

For More Information Circle No. 258

1

2



3

The UNIQUE

PAIGE MIRACLE BOX

the INSTANT *File*

cuts record-retention costs 75%

The unique Paige Miracle Box has created a new system for efficient and economical record retention, utilizing full floor-to-ceiling space.

UNIQUE—because it sets up INSTANTLY and AUTOMATICALLY—no taping or stapling required.

UNIQUE—because it's the **only** corrugated container that is completely **double**-walled and **double**-cornered, providing amazing strength and durabilty.

UNIQUE—because it is **double**-floored, providing a bottom that can't "fall through."

UNIQUE—because it has a separate, telescopic cover.

UNIQUE—because it is rugged, though light in weight. Easy to lift and move by its comfortable hand-holds; even when full, can easily be carried by any girl in the office.

SETS UP INSTANTLY!

Count "1-2-3"—that's how quickly anybody in your office, plant or warehouse can set up a PAIGE MIRACLE BOX.

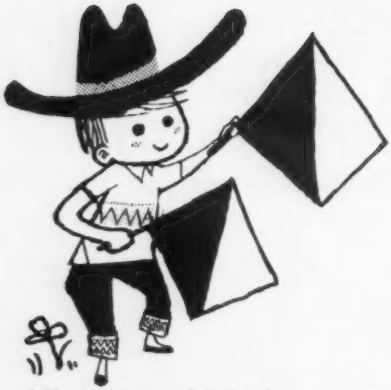
Our brochure explains how the use of the unique PAIGE MIRACLE BOX has developed the new Compact System of retaining records . . . how leading companies get maximum use of available space, highest efficiency in operations, greatest convenience for personnel. We'll be glad to send you a copy.

The PAIGE Company
95 MADISON AVE
NEW YORK 16, N. Y.

THE PAIGE CO., 95 MADISON AVE., NEW YORK 16, N. Y.
Send your new, illustrated Miracle Box brochure.

NAME ..... TITLE 0-9-61
COMPANY .....
STREET .....
CITY ..... ZONE .... STATE .....

For More Information Circle No. 384



Office personnel "get the message" when they see colored

Adhesive Paper
SIGNAL CLIPS

PREMIER ADHESIVE CLIPS IN 6 COLORS AND WHITE!

For **CODING**... Billing and Shipping Records . . . Open-End Files . . . Product and Customer Groups

For **FASTENING**... Checks to invoices . . . Memos to data sheets . . . Any type "papers" — SECURITY WITHOUT BULK!

Used daily by America's largest companies. 250 clips per pack with automatic feeder. Seven packs per holder with felt-moistener and water well. Total value, complete outfit, $6.70. INTRODUCTORY OFFER $4.25 per set, limited to U.S. and Possessions and Canada. Foreign inquiries invited. Send sample order today!

U-File-M Binder Mfg. Co., Inc.
Syracuse 1, N.Y.

For More Information Circle No. 311

be about one-quarter to one-third that of other presensitized plates (paper, plastic or metal base). Proper inks, fountain solutions and press procedures are discussed. For a copy, **Circle No. 337.**

PHOTOGRAPHIC EQUIPMENT

Burke & James, Inc., 321 S. Wabash Ave., Chicago 4, Ill., describes everything from a Cambridge Copy Camera weighing several tons to a lens brush in its 64th annual catalog. This 148-page reference

volume contains thousands of items, pages of lens listings, cameras, lighting and time- and money-saving laboratory processing equipment. More space has been devoted to equipment for graphic arts applications. For a free copy, **Circle No. 174.**

OFFICE LIGHTING

Fannon Products Div., Hupp Corp., 3000 E. Woodbridge, Detroit 7, Mich., offers a four-page, two-color brochure on the design of luminous ceilings with Metalcel steel ceiling panels. This strong, hexagonal-celled ceiling panel has low surface brightness and high efficiency. Made from a single steel sheet formed into a ⅜″ cell pattern and copper brazed at 2050 F., panel will withstand a load of 1450 lbs. psi without cell deformation. Brochure contains photometric curves, coefficient of utilization tables and related formula and factors for calculating total

New

from every angle

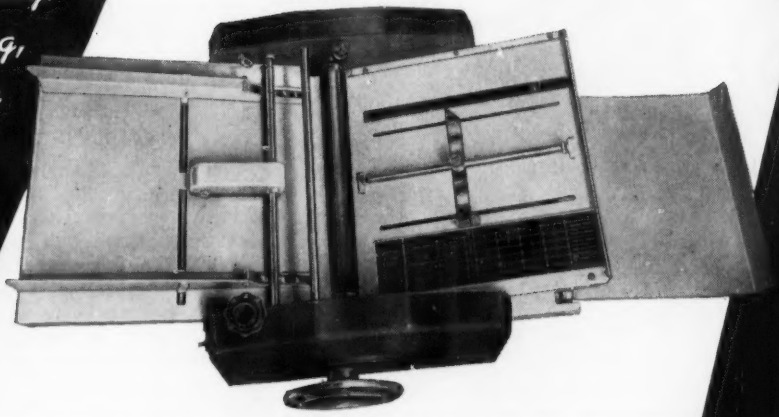
the Martin Yale

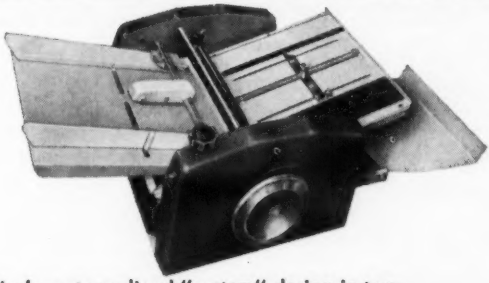
auto-folder

"Seventeen"

Capacity: 14" x 24"

outperforming, outfeaturing, every other folding machine in its class!





ONLY

$450.00

plus f.e.t.

STYLING Modern streamlined "custom" design in two-tone Sahara Sand finish.

PERFORMANCE Folds, perforates, scores, slits . . . simultaneously or in separate operations.

VERSATILITY Instantly adjustable for all weights of stock, 10-lb. onionskin to 120-lb. index. Accepts wide range of sizes from 2½"x6½" to 14"x24".

FEATURES Easily removable fold plates. Variable speed, maintenance-free GE motor. Micro-adjustment for precise angular fold control. Automatic feed, continuous loading.

LOW COST More dollar-for-dollar value than any other folding machine. Fully Guaranteed.

For demonstration in your office, or additional details, call your dealer.

For More Information Circle No. 225

MY

MARTIN YALE, INC.

2100 W. Fulton St. • Chicago 12, Ill.

TAylor 9-3033

Manufacturers of Premier Auto Opener, Auto Folder, Ream Cutter

New "Pyramid" Transfer Files make stored business records and papers INSTANTLY AVAILABLE. Saves that "high cost of looking".

STRONG double-double heavy duty corrugated with handsome smooth design, Pinegreen color.

LIGHT-WEIGHT means easy to handle and important where floor load is a factor.

EASY-TO-ASSEMBLE, no tools, tape, nuts or bolts. Major components are securely pre-stitched.

STACKABLE—NO SHELVING NEEDED. Enclosed steel rod frames add great strength and solidity.

LOW-LOW COST will surprise you. Letter, legal, freight bill sizes now available. At dealers or contact

PYRAMID ENDURING STORAGE FILES

LENNOX DIST. DIV.
MASSILLON, OHIO
P. O. BOX 483-H
Ph. GR 7-7911

For More Information Circle No. 454

FEDRON
Platen Reconditioner

Wipe on FEDRON and restore typewriter and business machine platens to new, resilient, slip-proof condition. Cleans type too. Write for bulletin.

FEDERAL MINING & MFG. CO.
222 Kearney Ave., Jersey City 4, N.J.

For More Information Circle No. 455

lumens required with the white baked enamel panels. Also illustrates typical installations in offices. For a copy, **Circle No. 175.**

COPYING MACHINE

Photek, Inc., Box 1553, Providence 1, R. I., offers a four-page illustrated folder describing the Consecutor automatic office copying machine. It describes the completely automatic functions of the copier and lists its specifications. For a copy, **Circle No. 176.**

OFFSET SUPPLIES

Colitho Div., Columbia Ribbon & Carbon Mfg. Co., Glen Cove, N. Y., announces a catalog listing its line of offset duplicating plates and supplies. Included are direct image paper plates and supplies for offset duplicating, a complete line of supplies and plates to fit any duplicator or small press as well as modern high speed data processing equipment and other electronic and mechanical imaging machines. For a copy, **Circle No. 198.**

"Don't wreck the typewriter. Use the copying machine!"

Business Christmas Gift Plan

A NOVEL IDEA in Christmas gifts for business is offered by Automated Gift Plan, Inc., 80 Park Ave., New York 16, with Gift Bookards. These are 2″ x 4″ booklets which show 20-24 gifts in full color with complete description, housed in a die-cut envelope decorated like a Christmas box tied with fancy ribbon. The Gift Bookard also contains a return card certificate on which the recipient notes the gift of his choice. When the card is received by the company, the gift is mailed within two weeks with shipping charges prepaid.

Gifts come in eight price ranges, with booklets for each price range: A, $7.50; B, $10; C, $17.50; D, $25; E, $37.50; F, $50; G, $75 and H, $100. Firms may order as many booklets as needed; left-overs are returnable for full credit within 30 days. Most items included in the gifts are discount priced, but charges include envelopes and imprinting. Since the prices are not publicized, the recipient does not know the amount spent. Donor merely addresses

AVERY TABULABELS®

The original self-adhesive, pin-feed labels for data processing use. 1. Self-adhesive – four times easier to apply. 2. Precision die-cuts – just peel and press in place. 3. Pure white, smudge-proof stock – looks better, never smears. 4. Clean punched pin-feed holes – no "confetti". 5. No bent edges or "dog-ears". For addressing, filing, coding and countless other uses.

WRITE TODAY FOR FREE SAMPLES

For More Information Circle No. 329

MAIL and STOCKROOM CARTS
FOR EVERY NEED

#439BW ALL-PURPOSE FOLD AWAY CART:

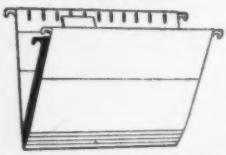
Versatile Chrome-plated heavy gauge tubular steel carrier with 4" ball-bearing non-marking rubber tread wheels with swivel casters in front—rigid rear wheel forks. Detachable basket of durable triple-plated wire with 3500 cu. in. capacity. Frame folds flat for storage, baskets nest. Cart: 28" L x 18" W x 37" H; Basket: 25" L x 17" W x 11" D.

$35.45 BASKET AND CART COMPLETE
Additional baskets—$7.95 each.

#116 MIGHTY MITE MAIL & STOCK CART

An economical and sturdy cart of plated construction with Plastaseal handles, 4 swivel casters and 3" wheels. Large chrome-plated top basket with 3500 cu. in. capacity; lower shelf to accommodate parcels, bulky items. Overall Cart dimensions: 30" L x 17" W x 30" H. Basket size: 25" L x 17" W x 11" D.

$24.50 Including basket. Extra baskets—$7.95 each.



Sturdy hanging file folders available to fit above baskets, complete with frame, 15 folders $5.00; extra folders 20c each.

All prices f.o.b. New York.
Open accounts to rated firms.

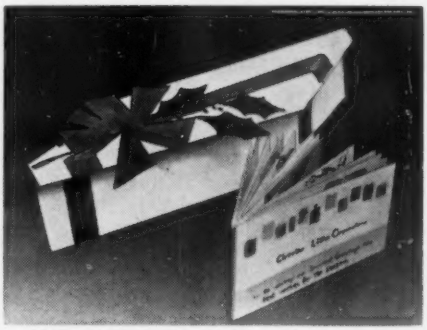
WIN-HOLT EQUIPMENT CORP.

306 Main Street,
Hempstead, L. I., N. Y.
IVanhoe 3-7771

For More Information Circle No. 347

the card and sends it direct to the recipient's home, avoiding carting charges.

These gifts also have the advantage of reminding the recipient twice: once when the card is received, and when the gift arrives two weeks later.



Recipient indicates his choice of a gift on return card in Gift Bookard and his gift is then shipped to him.

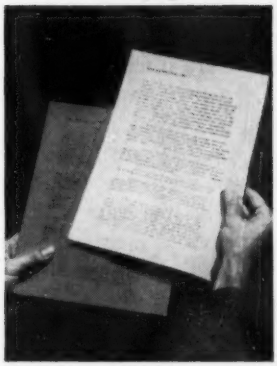
More than 50 manufacturers are participating in the plan, and presidents of some large companies sit on its board of directors. Among the items included are golf clubs and bags by MacGregor, watches by Longines, cameras and projectors by Ansco, silverplate by Sheridan; appliances by Cory, Universal and Enterprise; luggage by Platt, solid gold cufflinks by Fredericks, wallets by Bosca.

President Harry King reports that 500 letters were sent out June 15 inviting manufacturers to participate; of 50 participating manufacturers the list was filled in less than 30 days. The company plans to conduct the program on a year-round basis with trucking companies, banks for new accounts, oil companies, drug manufacturers, etc. **For More Information Circle No. 184.**

THERMO-COPY MACHINE OWNERS!

are you scared of saving money?

Here's proof that inexpensive copy paper can be the finest! Write today for FREE samples of heavy-weight, white



CALOCOP® BOND!

The very best **usually** carries the highest price tag—but there are happy exceptions! CALOCOP BOND copy paper saves you 1½¢ or more on every sheet you use, yet it's the toughest, most durable paper you can buy for your heat-process copying machine (like Thermo-Fax) and it gives you the clearest, most legible copies in the bargain. CALOCOP BOND is non-glare; it's as heavy as letterhead bond; it won't crack, shred or flake, even if you crush it; and, no matter how roughly you treat it, the reproduction won't scratch off. Not even Scotch tape can damage your CALOCOP thermo-copies—handle them over and over again, they'll still last for years and years! What's more, CALOCOP BOND is the **only** letterhead-weight thermo-copying paper that always gives you excellent results whether the original is printed on one side or on both sides. Write for free samples! CALOR COPY CORP., 387 Park Ave. S., New York 16.

DEALERS: Win an all-expense-paid trip to Italy via TWA jet, plus cash bonus. Write for details.

For More Information Circle No. 403

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(Please Print Plainly)

Company_____
(Please Print Plainly

Address_____

Postoffice_____ State_____

For More Information Circle No. 328

How Goodkin Developed Its Copyboard Lighting

SINCE ITS INCEPTION in 1954, M. P. Goodkin Co., Newark, N. J., has cooperated with members of the graphic arts industry in developing techniques and equipment for transferring an image of text matter, illustrations and actual objects onto light-sensitive film or paper. These experiments, which resulted in "balanced lighting" for its vertical process cameras, began in the spring of 1957.

After a year of research, a method of photo-reproduction resulted. It involved, essentially, a high speed projection negative with about one-fourth the speed of standard lithographic film, and a lighting system that provided a flood of even, reflected lighting on this negative.

The problem was also approached from a different direction: the angle at which the floodlamps were directed. Experiments had been made with lamps placed above and slightly to the side of the copyboard at a fixed angle. This proved unsatisfactory because the bellows of the camera often projected into the path of the light rays and blocked off a portion of them; and since the lamps were separate from the copyboard, there was a change in the angle and amount of lighting each time copyboard was adjusted for enlargement or reduction. Each such adjustment produced a different exposure on the film.

Goodkin decided to employ a technique used by manufacturers of flatbed or horizontal cameras: mounting the lamps on the copyboard so that, as the

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For More Informaton Circle No. 228

copyboard travels, the lamps travel with it and always at the same angle to it. It was found that a 30° angle was better for incandescent lamps on a vertical camera than the usual 45° lamp angle of flatbed cameras. With a 30° angle, supplemented by the effect of reflector hoods, light rays flooded the copyboard area. No fill-in lamps or other methods of illumination were necessary.

The next step involved deciding upon the number and spacing of lamps in the two facing reflector hoods. Through redesign of reflectors, two 300-watt lamps set in each reflector gave best results and were the easiest for an inexperienced operator to control.

Up to this point, the lighting worked fine with the normal litho film's wide latitude for exposure and development. With the narrower latitude matrix-transfer films, and particularly when shooting excessively large copy (*e. g.*, 24″ wide), it was necessary to paint the top of the inside of the reflector black to eliminate bounce light on the corners of the copyboard. With this slight change, the position of lamps in the reflector was no longer critical and an inexperienced operator could alter the light angle and still get perfect illumination, within the latitude ranges of the transfer film, throughout the entire range of enlargements and reductions.

Balanced lighting is now an integral part of the entire line of Goodkin vertical process cameras and was recently incorporated into the new Goodkin TransferMate Camera designed for the Ektalith and Gevacopy matrix-transfer processes. **For More Information Circle No. 343.**

The NEW COMPETITIVE 14 SERIES

Modular in appearance, the 14 Series is a new line of completely assembled office furniture. Exterior is select flat cut walnut. Metal trim and pulls in brushed aluminum or brushed brass finish.

LITERATURE ON REQUEST

THE JASPER DESK CO.
JASPER, INDIANA

For More Information Circle No. 327

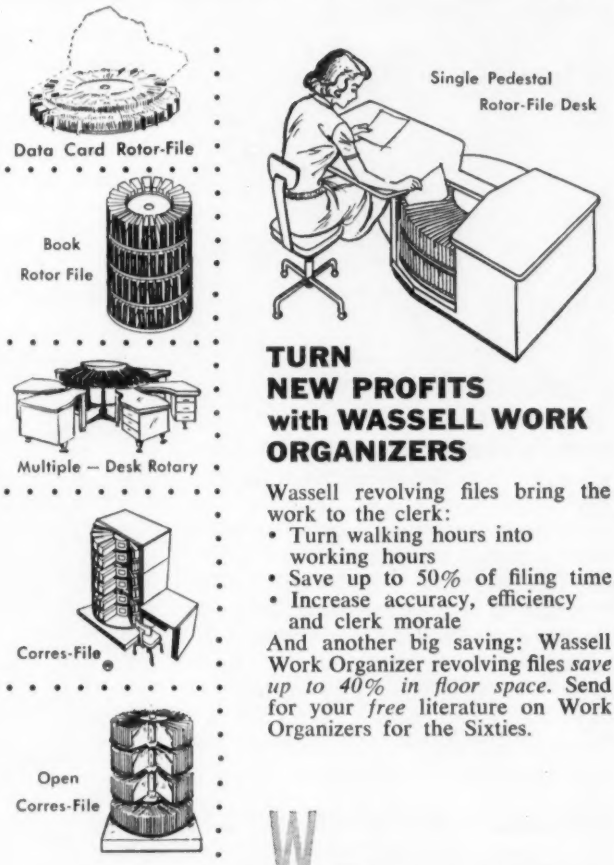
Production Control File

(Continued from page 92)

the plant concerned (see page 93).

The master then goes to a girl at the duplicating machine who runs off the cards. Since the cards carry only the pertinent lines for this particular product, they are only half-length, or somewhat longer as required; and of different colors for each department. She flips the cards to reproduce the drawing on the back, from the lower part of the master. Thus, with all production data and order data on one side, and with the drawing on the other, any card can serve as an actual work order in the plant. Producing 50 cards takes about two minutes. The girls figure they seldom take more than three minutes to turn out a full deck.

Cards then are passed to a girl who sorts them for distribution and pencil-checks the right numbers across the top so the messenger, when he carries the cards to the plant, simply leaves the cards at the departments signified by the number checked. Every department concerned gets a pink card and a yellow card. Departments originating any part of the product also get a salmon card (work order and the move order) which stays with the ma-



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Wassell revolving files bring the work to the clerk:

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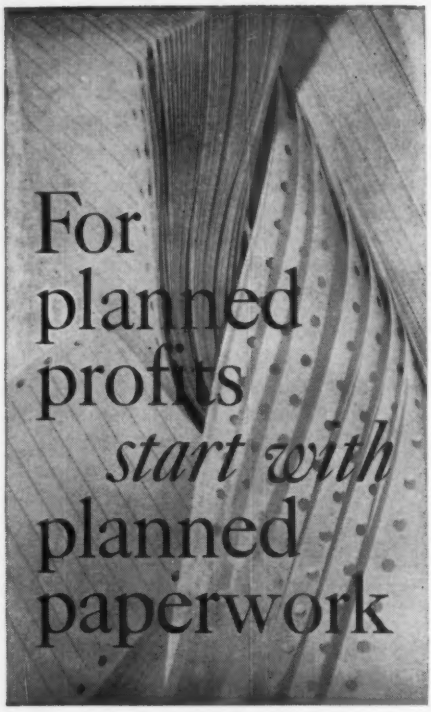
And another big saving: Wassell Work Organizer revolving files *save up to 40% in floor space.* Send for your *free* literature on Work Organizers for the Sixties.

WASSELL ORGANIZATION INC.

DEPT. O-9, WESTPORT, CONNECTICUT

For More Information Circle No. 332



Without a carefully planned paperwork system a company is missing out on one of its finest opportunities to improve profits. Low form cost is important. But, the really sizable savings in business forms is determined by what the forms do . . . the control, the speed, the cost reduction they bring to company operations. This is why the help of your Standard Register business forms representative is so valuable. He can make the purchase of your business forms an exceptional value. Want proof? Ask him to show you case histories illustrating how planned paperwork gives a company competitive advantages.

STANDARD REGISTER
BUSINESS FORMS

THE STANDARD REGISTER COMPANY, DAYTON 1, OHIO

PAPERWORK SIMPLIFICATION

For More Information Circle No. 326

terials. When production is started, the pink card goes into a box. When the operation is completed, the yellow card goes into the box.

Three times daily, or oftener, messengers move through all departments picking up the cards in the boxes to take them to the production control file. There, as soon as cards arrive, a girl pulls from the master file a buff card, printed from the same master at the same time, and posts the pink and yellow cards to the master buff card. She checks all her pink cards, signifying work started, and posts them into the spaces in the buff card with a single diagonal line through the department that has started the operation. She then posts the yellow cards with an opposite diagonal line to make an x through the department where an operation has been completed.

For example, a shaft (Part No. 7977)

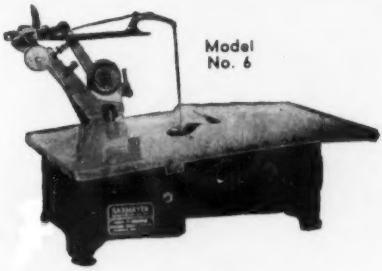
When job is finished, work card goes to production control for posting.

for a certain order might have to go to Departments 010, 020 and 240 to be completed. When 010 starts its operation, the pink card goes to Mr. Beden, telling him the operation has started, and the girl draws her diagonal line through 010 on the card. When the next batch of cards comes in, it might have the yellow card from 010 and also pink card from 020. The girl then posts her reverse diagonal line to 010, exing it out, and the single line to 020.

This is done for each of the components as the cards come in. Suppose this customer telephones to ask when his order will be delivered. Mr. Beden simply wheels around in his chair, pulls out the drawer where orders are filed alphabetically by customer and numerically by order number, and glances

CUT YOUR MAILING COSTS!

with the Model No. 6



THIS portable table SAXMAYER Model No. 6 is especially adapted to tie letter mail—also designed for *general purpose tying* of bundles in any sequence up to 6" high without adjustments. Adjustable legs and casters available at a small additional cost. All SAXMAYER tyers are noted for SAFETY—automatic releases where needed; SIMPLICITY—all working parts are interchangeable; not only attractive in appearance but also EFFICIENT—fully automatic, speedy, firm, non-slip ties, economical in twine and time. Let us prove it on our trial basis.

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NATIONAL BUNDLE TYER CO.

Blissfield, Michigan

For More Information Circle No. 364

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TRY EVANS' TACKY-FINGER!

It's the modern fingertip moistener that speeds up paper handling. Stainless — odorless — greaseless . . . it makes messy sponges and clumsy finger guards obsolete. One application lasts hundreds of sheets. Try it today! Send $6.00 for a dozen boxes or get two trial boxes for $1.00. See your dealer or write:

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Thinnest shreds of any office paper shredder! Simple to operate — Convenient removable bin.

Write for illustrated brochure describing full application of office paper shredders.

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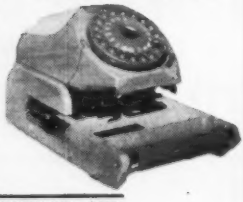
NIPPO WELLON
Electric Check Writer

Just turn the dial — that's all, and Presto! — the amount is automatically and clearly perforated.



YOKOHAMA, JAPAN
NIPPO MACHINE INDUSTRY CO., LTD.

For More Information Circle No. 325

at the diagonal postings which tell him what components of the product have started, which ones have been completed, where it goes next. If he sees only final assembly is still to be done, a glance at the upper portion of the card, which shows workload by departments, tells him the number of hours left for final assembly. Any clerk there can look and tell the same story at a glance.

There are other little aids to make the system smoother and production easier. For example, Mr. Bronkan designed the masters so that, in cases where customers send in new orders for the same product, the old master can be pulled from the file and reused with a new insert covering only the first two columns. The new columns then are retyped with the new order number, new quantity, date, priority, etc., and the remainder, which is constant, need not be retyped. Masters can be used six times with no loss in quality.

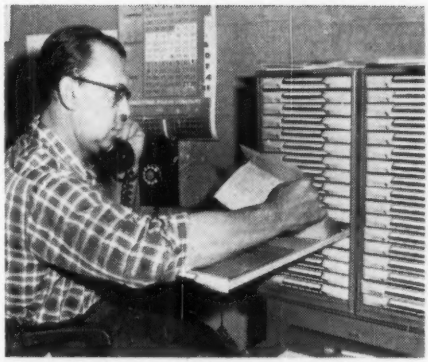
This efficiency applies to the plant, also. For example, the front plate for many rotary switches is the same, re-

Posting finished work cards in production control department.

gardless of customer. It would take about two to three hours to set up dies and make 100 of them, but 4000 can be turned out in that time with the dies set up. So parts like this are made up for stock. When ordered, they can be picked up instead of manufactured.

A small-order department handles all orders for parts in quantities under 50. Such orders were nuisances in regular departments where there might be a backlog of a half-million. The small-order department has its own machinery and no card system. It's like the fast checkout counter at a supermarket; they get out fast and they don't slow the big orders.

Before the present system was set up, according to Mr. Bronkan, some 52% of the company's orders were shipped on time, a high percentage considering the complexity. The new system has raised that percentage to 93. "When they're late, we know it and we know why," said Mr. Bronkan. "We know what's going on now down to the smallest detail, and we can do something about it."



Harry Beden can tell a customer the progress of his order at any time.

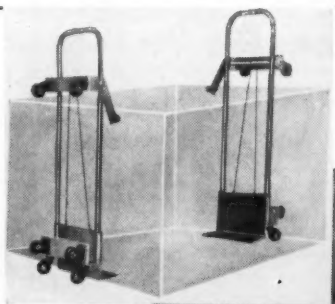
MOVING PROBLEMS SOLVED!

EASY AS 1+2+3

A set of Di-Pelco Multi-Purpose Lift trucks gives you all these tools:

1. A lifting and moving device, second to none, PLUS
2. TWO hand trucks, PLUS
3. TWO floor dollies EQUALS

A LOT OF MOVING PROBLEMS SOLVED WITH ONE LOW PURCHASE COST.



1

2

3

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An Instantaneous, Low Cost Photographic Process, With Unbelievable Quality!
For Aperture Cards, or Roll 16-35-70 MM.

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So Simple To Operate! No Darkroom Needed!

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For More Information Circle No. 331

By Committee

(Continued from page 30)

requirements is enriching; out of such raw material can be woven a rich pattern. . . Creativity of mind is stimulated by interplay. This interaction becomes group power and effectiveness. . . A group at its best not only sifts the facts and weighs alternatives, it diligently explores new possibilities and frequently invents solutions which better the ideas, desires and experience of the participants.—"The Essence of Management," Mary Cushing Niles (pp. 130, 131) Harper & Bros., 1958.

In the New York Times, June 26, Joseph A. Loftus observed that:

The President's aversion to formal meetings is no rejection of his incumbent secretaries. He is simply not attuned to group thinking, and sensitive observers say that he has found no gentlemanly way of insisting in such meetings on the conciseness his temperament demands. The President's temperament also does not permit him to hold regular staff meetings. He prefers to pick up a telephone or walk to a man's desk and ask him to do something, as the problem arises or the spirit moves him.

There also have been many other contributions to the literature pertaining to committees. Of particular significance are "The Nature and Use of Committees," by Estill I. Green, executive vice president, Bell Telephone Laboratories (*Advanced Management*, July 1959), and "Individualism vs. the Committee Process," by Edwin A. Giermak, general manager, Chicago's Marketing Assn. of America (*Advanced Management*, Dec. 1960).

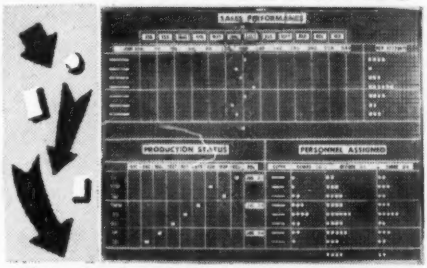
The former points out that a committee is not very effective for handling regular administrative decisions, but that committees can be of "extremely high utility in the area for advice to management. For such purposes as defining policies, formulating objectives and recommending plans, committees are often nearly indispensable."

Mr. Giermak weighs the pros and

cons of committee effectiveness and asserts that "basically there remains a strong line of agreement that management responsibilities rest with the individual and that decisions finally made must be his or one on which he concurs. Admittedly, the decision may reflect the comments and judgments of his associates, and to this extent an involvement in compromise is evident. However, the decision must be made by one individual. Furthermore, although a committee might be used to transmit information, and thus aid the executive by furnishing facts, viewpoints, opinions, etc., the important decisions must always be pinned down as the responsibility of an individual. Finally, if it is considered desirable for a committee to make a decision, some individual should have the power to veto such a

magnetic

VISUAL CONTROL BOARDS



Make Card and Peg Systems Obsolete

No fuss . . . no mess with cards, pegs, or other signal devices with "Maggie" Control Systems. Permanent colored magnetic indicators that move with fingertip ease offer the easiest, quickest way to chart sales, production, inventories, traffic, etc. The first cost is the last cost because there are no cards or pegs to replace.

Packaged kits—board and magnetic indicators—begin at $49.50.

For further information, write to:

maggie magnetic visual aids corp.

11 West 42nd Street • New York 36, N. Y.

For More Information Circle No. 361

have you tried Codo Silk Ribbons?

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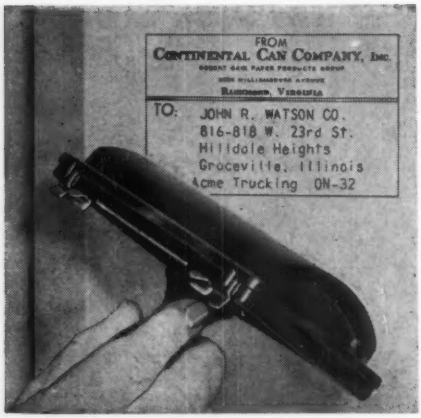
For More Information Circle No. 352



Using Multistamp FORM-CUT stencil, printing the form and fill-in data at the same time is an easy, one-man . . . one-hand operation. Your form is custom die-cut in the stencils . . . you fill them in with ball point pen or typewriter

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MULTISTAMP STENCIL DUPLICATOR ®

THE MULTISTAMP CO. Norfolk, Va.

For More Information Circle No. 321

decision so that, in the end, it becomes his responsibility."

Although he stresses the importance of individual responsibility for *decisions*, Mr. Giermak observes that "it is difficult to uncover executive judgment *not* accepting the committee process as a tool of management and as a desired medium of communications. The process lacks acknowledged support if it prevents the pinpointing of responsibilities, or hinders executive development, or forces upon management and individuals any degree of conformity, and finally, if it threatens creativity, and adds to complacency."

Like any other tool or arm of management, committees can be as useful and effective as they are intended to be. Such intent will, of course, be reflected in the calibre and stature of the committee members, the scope of their mission, the support which they receive from the apex of the hierachy, and their *modus operandi*. The misuse, disuse or abuse of committees should not be construed as evidence to discredit their basic concepts. To quote Estill Green again, "committees are here to stay. We can't do without them, and we can't do with them all that we might wish. Let us make the best of them."

VOUCHER & PAYROLL

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For More Information Circle No. 322

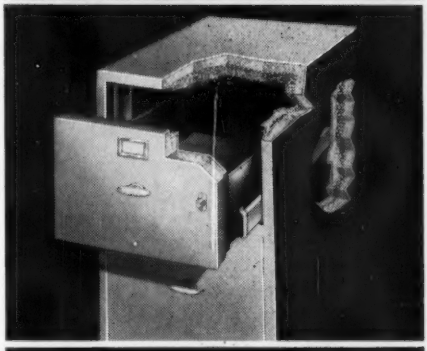
Paper Cutters, Drills Aid Office Duplicating

MANY DUPLICATING departments have installed paper cutters and paper drills to do work formerly performed outside. The resultant savings often pay for this new equipment in a relatively short time.

A paper cutter serves two functions. One is cutting stock needed for a specific job from standard sheet sizes. The other is cutting and trimming jobs after they have been run, either jobs that are printed more than one up or work containing bleed illustrations. Although paper makers are supplying commonly used bonds and ledgers in sizes such as 8½″ x 11″ and 8½″ x 14″, other types, sizes, colors and grades of paper are still available only in larger sizes such as 17″ x 22″ and 19″ x 24″. Having a cutter handle sheet widths up to 19″, 23″ or even 30″, enables ordering stock in stand-

A Challenge Champion model power operated paper cutter.

FILE THIS, MISS JONES, *in the Furnace!*



Well, that's what it amounts to when you entrust valuable papers to a non-insulated file. If a fire comes, that file functions like a furnace. So never, never keep your vital records—your irreplaceable records—in a non-insulated file. Keep them in a Meilink-built Hercules® insulated file carrying the Underwriters' Laboratories label certifying to its fire-resistiveness. Then sleep like a baby nights. At your Meilink dealer or write Meilink Steel Safe Company, Oakwood and Clinton, Toledo 7, Ohio.

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*Company*_____

*Street*_____ *Zone*____

*City*_____ *State*____

For More Information Circle No. 315

Michael Lith's Triumph Jr. is a low-cost, manual paper cutter.

ard sizes and cutting it as needed, rather than paying a premium for having it cut to size.

Buying standard sizes is also a flexible arrangement. You can cut additional stock if it is needed. Frequently, what is trimmed off, and would otherwise be wasted, can be saved and used for other jobs. Since paper accounts for possibly 50% of the cost of the average duplicating job, any saving in paper costs will be worth while.

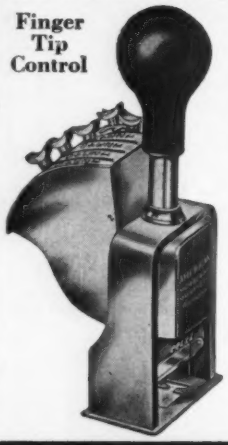
Equally important is the ability to cut apart and trim jobs after they are run. This enables you to run many small forms, several up on a sheet, for easier sheet feeding and a saving in running time.

A number of different sizes and types of paper cutters, suited to duplicator operations, are available today, from small hand lever-operated 8¾″ trimmers up to 30½″ or larger, power operated models. Choosing the one best suited to your needs depends on several factors: the amount of cutting

AMERICAN SPEED SET

Gear Construction Numbering Machines

Finger Tip Control



Model 43

Wheels engraved with figures, letters, fractions, words, etc.

Any Number Quickly Brought Into Printing Position

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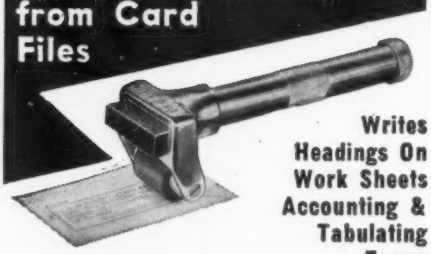

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Anyone can use the ZIP-O-RITER which prevents copying errors. Addresses or duplicates without plates, inks or costly machines.

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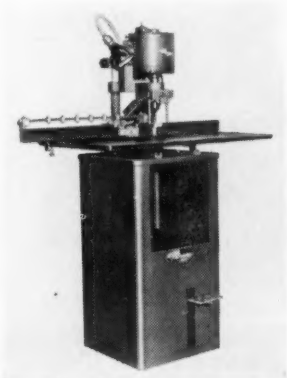
done, sizes of paper handled, personnel who will use the equipment (male or female) and, of course, available funds.

Smaller cutters, from 8¾″ to 14″, are used for trimming. If you want to cut paper to job sizes from standard stocks, a cutter with at least 18″ of cutting width is needed since most stock purchased will be 17″ x 22″ or 17½″ x 22½″. A 19⅜″ cutter enables cutting these sizes and also 19″ x 24″ blotter stock. With a 23″ or larger cutter, the smallest standard sizes of *all* stocks can be handled.

Lever operated cutters come in sizes from 8¾″ to 30½″ and heavier duty types very accurately cut up to 2½″ of stock at a time. Lever cutters are recommended where a limited amount of cutting is done.

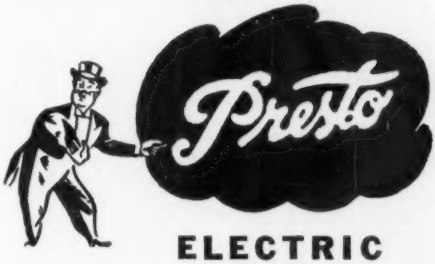
Power cutters come in sizes from 13″ cutting width up to 30½″ or larger. They differ mainly in the method of paper clamping. Lower cost power units have a hand operated clamp, usually a wheel on top of the cutter. For a slightly higher investment, you can have power operated clamping which usually reduces cutting time about 40%



Paper drills, like this Challenge Model JF, speed hole "punching" and cornering operations.

. . . fix it FAST

WITH A



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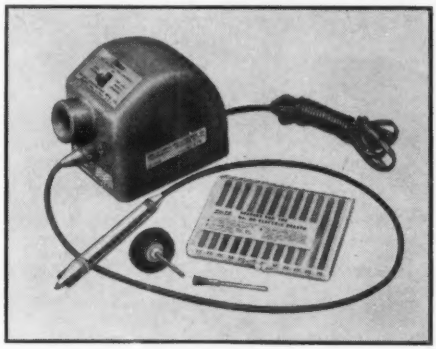
PENCIL THIN



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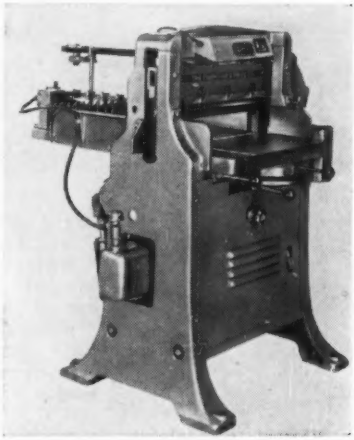
and eliminates the labor of moving the clamp before and after each cut.

Cutters in sizes for duplicator operators may also have power operated back gauges and automatic spacers for use where much closely spaced, repetitive cutting is done, such as on checks, labels, coupons, etc. As each cut is made, the back gauge, which positions the paper automatically, moves the pile forward to the next cutting position.

Paper cutters are relatively simple to operate. After a few minutes' instruction, the average person can do an adequate cutting job. Safety is important and all cutters require both hands on the controls, away from the knife, during the cutting operation. It is important that safety practices be observed to prevent other personnel getting their hands in or near the cutting blade while it is in operation.

It is a good idea to have the knife sharpened after each eight hours of actual cutting. There are local sharpen-

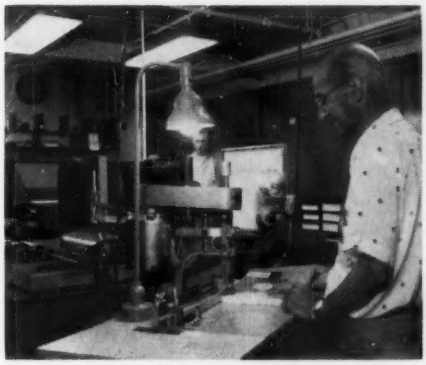


Chandler & Price automatic spacing paper cutter for small forms and labels.

ing services in practically every area. If an extra knife is purchased, one can be sent out to be sharpened while the other is in use.

Two accessories available on most makes of cutters are helpful for certain operations. One is a false plate clamp for use when the normal clamp pressure tends to mark the stock. This fits on the bottom of the regular clamp plate to provide additional clamping area.

A split back gauge is helpful when a considerable amount of booklet trimming is done. This permits adjusting the backgauge so that three piles of various lengths can be cut at one time (to trim booklets at top, bottom and side). Split backgauges are normally available only for larger cutters, such as 26½″ and 30½″.



N. Sippel, reproduction department manager, Gleason Works, Rochester, N. Y., using a Lassco Spinnit paper drill on catalog pages.

If work involves sheets for loose-leaf binders, paper drilling is faster and easier than punching. Much larger piles of paper can be handled. For example, a paper drill will put a hole

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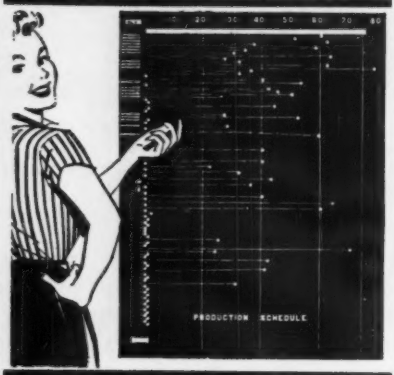

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through 2″ of stock in seconds. Paper drills are generally of two types: light duty models taking 1″ of stock at a time, and heavier duty units taking 2″ at a time. Most drilling machines can be equipped with attachments to slit, slot or round corner the sheets. In addition, models are available which drill and slot in one operation, handling special cut-outs. An inexpensive three-spindle machine drills three holes in one operation.

Why ATF Entered Office Offset Field

OF THE VARIOUS in-plant reproduction processes, offset duplicating has made dynamic growth. As evidence, more than 100,000 offset units are reported in use by company operated reproduction departments. Companies serving the offset duplicating field have kept pace with demand; major manufacturers have quadrupled since World War II. One of the latest entrants to the field is American Type Founders, a major graphic arts manufacturer for more than 60 years, with establishment of its Business Equipment Division. The three other ATF divisions — General Printing Equipment, Web Offset and Type — complement, and at the same time constitute "bedrock" for, the new division.

ATF's decision to enter the business equipment field was stimulated by the conviction that duplicating departments need quality and high production potentials. According to Edward G. Kost, sales supervisor of the new division, "The tremendous growth of paper

processing and duplicating among general business firms has created a need for equipment noted for quality and stamina. ATF, with its extensive experience in all phases of printing and manufacture of printing equipment, will make a significant contribution toward fulfilling the need for both."

Nucleus of the ATF line is the Chief 15 Offset Duplicator. Combining the economy and simplicity of a duplicator with the fine reproduction quality of a printing press, the Chief 15 handles virtually every office duplicating requirement in a range of sheet sizes from 3″ x 5″ to 11″ x 15″. Its ease of operation is coupled with a capacity to handle quality work at high speeds. Register control devices allow it to be run at speeds above those normally expected for quality reproduction work; and a ten-position speed control lets the operator choose the right printing speed from 3400 to 7200 impressions an hour.

To save set-up and running time, all operating controls on the Chief 15 are on the operator's side. Every normal operating adjustment can be made quickly and simply by turning vernier wheels and thumbscrews. For instance,

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CINCINNATI 14, OHIO

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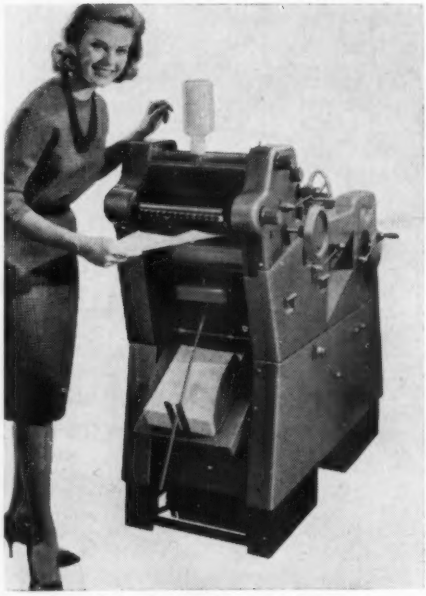
a single vernier control on each cylinder adjusts tension on plates and blankets; and a single control allows side guides, tapes and paper guides to be moved simultaneously while the duplicator is running. The Chief 15 requires only one lever to control both water and ink form rollers. To stop or start the feeder conveniently, operator has three control positions: at the normal operating position, at the feeder and at the delivery end. Less than a minute is needed to change the presensitized and direct image plates for which the duplicator was designed.

The recently introduced ATF 1015 Offset Duplicator is compact and smartly designed to handle a 10″ x 15″ sheet and produce a 9¾″ x 13½″ image. The 1015's features include friction feeding, chute delivery and



The ATF Chief 15 offset duplicator.

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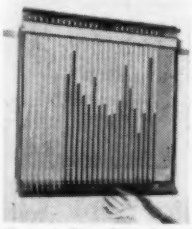

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Control wheels move 28 white and colored plastic tapes up and down (or from left to right) over graph sheet in 22" x 24" anodized aluminum frame. Graph sheet, column labels, and tapes are easily and quickly changed. Every business will find many uses for DIA-PLAN planning charts which anyone can keep up-to-the-minute in less time. Write for illustrated literature.

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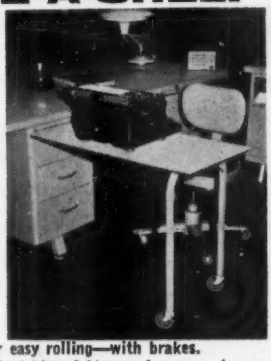

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3400-7200 impressions per hour. All controls are within easy reach of the operator. When the number of sheets in feeder falls to a predetermined level, feed table drops automatically for fast, easy reloading. An accessory attachment is available to feed tab cards and other small stock. No tools are required for normal operating adjustments: *e.g.*, attachment of plates and blankets is accomplished by simple finger-tip controls. Free access is provided to all cylinders, and a built-in plate cylinder adjustment allows the image on a sheet to be raised or lowered as desired. One handle controls application of both dampening and ink form rollers to the plate, in proper sequence at all times. Pressures between blanket and impression cylinders are automatically adjusted for varying stock weights.

Seven tumbler grippers on the impression cylinder and six delivery grippers on the transfer cylinder provide sheet control through entire duplicating cycle. Delivery grippers adjust automatically to all sizes and weights of paper. For durability and precision, the heavy-duty, plated cylinders and form rollers ride in tapered roller bearings and ball-bearing mountings, respectively.

Various makes of process cameras, platemakers, paper cutters and allied equipment and supplies are also distributed by ATF. All together, the division's product line represents the needs of the complete offset reproduction department.

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NEWS OF THE Office

LOMA's Annual Conference

Virtually every facet of the operation of a life insurance company's home office will be examined during technical sessions at the Life Office Management Assn. 38th annual conference, Sept. 25-27, at the Shoreham Hotel, Washington, D. C. On Sept. 25, the association's Personnel Administration Committee and Eastern, Mid-Central, North Central, and Southern Planning Committees will conduct concurrent sessions. The four planning committees will hold a total of seven sessions. On Sept. 26, the Group Administration, Debit, Cost and Organization Committees will present their concurrent sessions. Two informal discussion sessions will be held during the late afternoon. Chairmen of the association's two Automation Committees and their members will be on hand to answer questions from the floor. There also will be a discussion session of the LOMA Institute program.

Data Standards Committee

Approval of a technical committee to develop international standards for electrical characteristics of digital computers and data processing machines, with the secretariat awarded to the U.S., will have its first organizational meeting in London in November. The committee, IEC Technical Committee 53, is charged with standards work relating to graphical symbols, input-output media involving magnetic tape and the levels of current, voltage and impedance for data transmission. To avoid duplication of standards work conducted by the IEC through technical committee 53 and the International Organization for Standardization (ISO) through Technical Committee 97 which is concerned principally with non-electrical matters relating to computers and information processing, IEC authorized formation of a coordinating committee that will review all committee activity.

New $1.15 Minimum Wage

Employees currently protected by the national Wage & Hour Law are now due a minimum of $1.15 per hour, as the result of recent amendments passed by Congress. The new rate goes into effect Sept. 3. Time and one-half will continue to be due them after 40 hours. The minimum wage rate will rise to $1.25 per hour beginning Sept. 3, 1963. Employees newly covered include those in retail and service, local transit or other enterprises with gross annual volume or sales of a least $1 million; employees in construction enterprises doing a gross annual business of at least $350,000; employees of gasoline stations which have a gross annual volume of sales of at least $250,000. For these the minimum wage is $1 per hour beginning Sept. 3, 1961; $1.15 per hour from Sept. 3, 1964, and $1.25 per hour, Sept. 3, 1965. No overtime is required until Sept. 3, 1963 when it will be after 44 hours; Sept. 3, 1964, it will be after 42 hours, and Sept. 3, 1965, after 40 hours.

Legal Forums on Computers

Two forums on Legal and Practical Questions Raised by Computer Use will be held at the Pick-Congress Hotel, Chicago, Oct. 19-21 and at the Statler-Hilton Hotel, Los Angeles, Dec. 14-16, sponsored by American Law Institute and American Bar Assn. Information from John E. Mulder, 133 South 36th St., Philadelphia 4.

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Communications Conference

National Office Management Assn. announced plans for a communications conference in Philadelphia, Oct. 9-11. Authorities will present papers and lead forums and technical sessions in every field of business communications. Each day will be devoted to a specific area, including departmental responsibilities for communications; collection of information; development of communication techniques and equipment; personnel skills of the individual both in the written and oral areas. Two seminars will be held, as well as an all-day management game.

ADAPSO Re-elects Officers

The Assn. of Data Processing Service Organizations re-elected all of its officers: Romuald Slimak, manager, Univac Service Centers, New York, president; Z. V. Zakarian, manager, RCA New York Electronic Systems Center, vice president; C. G. Green, president, Statistical Reporting & Tabulating Ltd., Toronto, treasurer. Directors are: Nat Colker, vice president, Accounting Corp. of America, San Diego; H. W. Robinson, president, C-E-I-R, Inc., Arlington, Va.; J. W. McDonald, vice president, Recording & Statistical Corp., New York; L. J. Cooke, president, Workman Tabulating Service, Inc., Minneapolis; G. M. Witherspoon, manager, NCR 390 Data Processing Centers, Dayton; H. J. Leedham, president, Data Processing Corp., Baltimore; William Levy, president, Nationwide Tabulating Corp., Hempstead, N. Y. W. H. Evans, Abington, Pa., executive vice president, announced a west coast management symposium at the Ambassador Hotel, Los Angeles, Oct. 16.

Survey of Older Workers

Odds are about two-to-one that older office workers are equal or superior to younger employees in many areas, according to a report, "The Effectiveness of Older Office and Managerial Personnel" in the Business Management Aids Bulletin, BMA 10, of the Bureau of Business Management, University of Illinois, Urbana. The study consisted of 1025 office and managerial employees age 60 and older in 20 companies. Actual odds reflected in the tests show that older employees rate 93-to-50 in absenteeism, 93-to-50 in getting along with others, 90-to-50 in judgment, 94-to-50 in dependability, 95-to-50 in quality of work, and 78-to-50 in volume of work. Of the 20 cooperating firms, 18 have retirement pension plans covering all employees but only 12 require all employees to retire at 65.

Western Systems Meeting

The 5th Electronic Business Systems Conference will be held at Lafayette Hotel, Long Beach, Calif., Oct. 25-27. Theme of the conference is "Management Tools for Decision." Seminars have been set up in three categories: management topics, tools topics and decision topics. The conference is sponsored by the western chapters of National Machine Accountants Assn.

Secretaries President

Ruth Gallinot, Chicago, was elected president of National Secretaries Assn. at the annual convention in Los Angeles. Miss Gallinot is secretary to Herb Karoll, president, Karoll's Inc. and Denton Sleeping Garment Mills, Inc., Chicago.

Sue Russell, Minneapolis (left), was named International Secretary of the Year at the annual convention of the National Secretaries Assn. She is congratulated by Martha Mihalik, Pittsburgh, 1960 Secretary of the Year (center) and Evelyn G. Day, outgoing NSA president (right).

ARMA Conference

"Ideas for Paperwork Management" is the topic of the national American Records Management Assn. conference, Oct. 9-10, at the Statler-Hilton Hotel, Los Angeles. The program includes general sessions presentations, a panel discussion on vital records protection and a series of seminars. The annual business meeting will be held Oct. 9, when new officers will be named. The incoming president will preside at the annual banquet, Oct. 10.

EDP Equipment Leasing

Small and medium sized banks, more than any other industry, will need electronic data processing equipment to grow and prosper during the next ten years, reports Vincent J. Barry, vice president, American Industrial Leasing Co., 488 Madison Ave., New York 22. Since equipment is expensive, banks have three alternatives, he points out: they might join or form independent subsidiaries to use mutually owned EDP units; they might rent time on a unit owned by an independent service group; they might lease equipment in their own banks. Equipment leasing has received the blessing of the Internal Revenue Service in IRS Ruling 60-122, Apr. 4, 1960. Leasing conserves working capital, generates profit from both equipment and conserved capital, conserves credit and improves balance sheet liquidity, and rations and generates greater cash flow. Many EDP equipment leases are for five years with an option for an additional five. Initial down payment of 10% is usually required.

Five NABAC Promotions

Five promotions of Chicago headquarters staff members at the Assn. for Bank Audit, Control & Operation were announced. Henry Steele was named administrative assistant to the executive director. Frank McCabe was made editor of "Auditgram," NABAC's monthly

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For More Information Circle No. 263

magazine, and continues as director of the editorial division. Named assistant director of NABAC Research Institute was Harold F. Roach. William H. Schmitz was made assistant director of the organization division. Appointed assistant editor of "Auditgram" was Richard H. Torp.

R & D Institute

The 7th Institute on Research & Development Administration will be held at American University, Washington, D. C., Oct. 16-20, to report and evaluate current thinking and methods for achieving maximum productivity from the basic research scientists. Scientists and management personnel from government, business and industry are eligible to enroll.

Temporary Help Group

Associated Office Services, an organization of independent suppliers of temporary office help services, has been formed with J. D. Ballou, Cincinnati, president; J. L. Swisher, Louisville, vice president and Allistair Skinner, Hamilton, Ont., treasurer. For the present, membership is restricted to one independent in each metropolitan area. A management clinic, the third to be scheduled by the group, will be held in New York, Nov. 3-4. Other firms desiring affiliation or information concerning the clinic, may contact W. H. Evans, executive vice president, 1000 Highland Ave., Abington, Pa.

IFIP Congress in 1962

The second international congress on information processing will be held in Munich, Germany, Aug. 27-Sept. 1, 1962, sponsored by the International Federation of Information Processing Societies (IFIPS). The U. S. member of IFIPS is AFIPS, formed from the Joint Computer Committee established ten years ago by American Institute of Electrical Engineers, Institute of Radio Engineers and Assn. for Computing Machinery. Dr. E. L. Harder is chairman of the Committee for U. S. Participation which includes Isaac L. Auerbach, president of IFIPS;

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Dr. Alston S. Householder, Dr. Walter F. Bauer, Dr. D. L. Thomsen Jr., in charge of U. S. exhibits; Dr. Werner Buchholz, and Charles W. Adams. For more information, write Charles W. Adams, 142 Great Road, Bedford, Mass.

Magnetic Ink for Utility

Dayton Power & Light Co. will be the first utility to use magnetic imprinting on customer bills. Among data processing to be performed at its new center will be revenue accounting, general accounting and engineering studies. A million-dollar electronic system will be built around two NCR 315 computers manufactured by National Cash Register Co. James M. Stuart, Dayton president, said, "Virtually all our procedures will be speeded up and performed more efficiently when the center is in operation. This includes calculation of bills for more than 525,000 electric and gas meters throughout west central Ohio."

C-E-I-R Names McGlinchy

James F. McGlinchy was appointed director of advertising and public relations of C-E-I-R, Inc., international statistical and electronic data processing company, it was announced by Dr. Herbert W. Robinson, president. Mr. McGlinchy will maintain an office in the corporation's data processing center at 270 Park Ave., New York. He was formerly publications manager of General Dynamics Corp.

"Who's in charge of our bulletin board?"

Why a Brokerage Office Uses Automatic Calculators

THE VOLUME OF BONDS traded daily by New York's brokerage firms creates a need for almost continuous calculating of principal, interest, taxes and other items involved in the resale of bonds. Increases in business have caused some brokerage firms to seek speedier ways to meet their current needs. Salomon Bros. & Hutzler, New York Stock Exchange members, decided to take a look at their purchasing and sales departments' operations. Under direction of C. J. Gaertner, partner; C. Warren, controller; J. W. Brown, manager, and J. B. Foley, supervisor, a study was made of the figure work in this area. Since they knew that the staff of machine operators had years of experience with existing systems, they were reluctant to change to a new system or equipment without having proved that system in terms of

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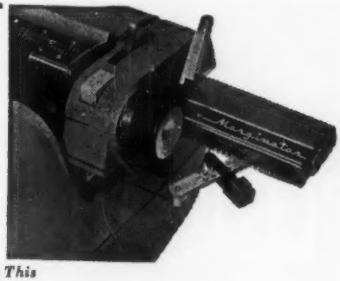

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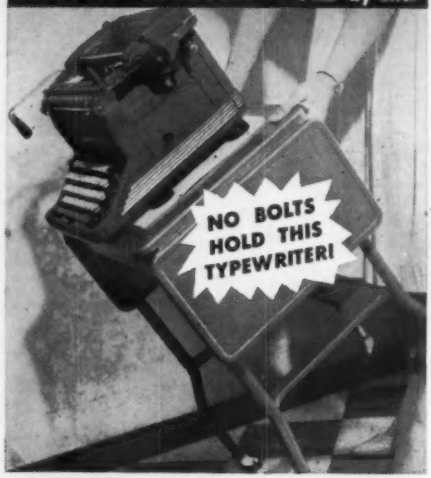

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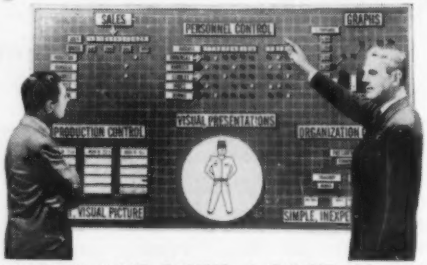

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For More Information Circle No. 240

their own operations. Any breakdown in day-to-day procedures would be too costly. Management called in Monroe Calculating Machine Co. to work with the department, analyze the operations and make recommendations. Existing methods and workloads were examined and studies made of the calculating requirements that would enable the department to handle an ever-increasing volume with automatic equipment.

One of the Monroe automatic duplex calculators used in the purchasing and sales departments of Salomon Bros. & Hutzler, New York.

The study showed that the Monroe automatic duplex calculator would speed operations to the point where present and foreseeable demands could be easily met. Calculations of buy and sell reports would be simpler for the machine operator, as the figure work involved could be undertaken without continually clearing the machine. Discounts in bonds, a three-way multiplication, plus all simpler calculations requiring fast processing, could be handled by the same machine.

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would do the job, management set up seven in the purchasing and sales departments. Within the first two months, the results of the study proved accurate: more figures were processed in less time. Since then additional machines have been installed so that Salomon Bros. & Hutzler now uses ten.

Is now possible to process more than one calculating operation in one handling of the machine. This is a particularly important time-saving benefit because to figure the resale of bonds or establish bond basis is a step-by-step procedure, requiring several different kinds of calculations. In the resale of bonds, for example, the operator uses the calculator to multiply the number of bonds by the price to get the principal, then multiplies the number of bonds by the interest rate, and totals these two amounts to get an end figure —all without clearing the machine or re-entering figures.

In another machine operation, the number of bonds is multiplied by the commission rate and substracted from the first total; the number of bonds is then multiplied by the federal tax, and this is substracted from the first total; then the number of bonds is multiplied by the registration fee, with this figure substracted from the first total—all in one continuous operation. All these factors can be multiplied without copying intermediate answers. As multiplications are performed, the products automatically accumulate and results of each individual problem appear in a different dial.

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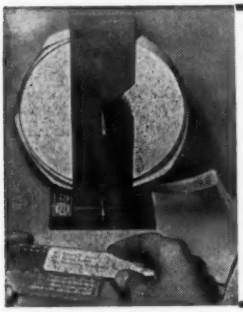

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For More Information Circle No. 371

NEWS OF THE Industry

OEMI Changes Name; Moves

The 50-member trade association, Office Equipment Manufacturers Institute (OEMI) has officially become Business Equipment Manufacturers Assn. (BEMA) and moved its headquarters to the new Pfizer Building, 235 East 42nd St., New York 17, according to Harry C. Anderson, president.

Royal McBee Vice Presidents

Carl McKelvy

Election of Carl McKelvy as executive vice president of Royal McBee Corp. was announced by Fortune Peter Ryan, president. He has been senior vice president responsible for production and research - and - development operations, and is a member of the board of directors. Mr. Ryan also announced that James E. Widman was elected vice president in charge of production. He had been assistant to Mr. McKelvy in manufacturing operations. In his new post, Mr. McKelvy fills a vacancy that has existed since Mr. Ryan moved from the executive vice presidency to succeed the late Philip M. Zenner as president last year. Royal McBee recently occupied its new corporate world headquarters at 850 Third Ave., New York. The company's offices are on the 9th and 10th floors of the recently completed building. The move back to the city came after five years during which Royal McBee maintained its offices in Westchester County.

Allied Acquires Gavrin Press

Acquisition of Arthur J. Gavrin Press, Inc., New Rochelle, N. Y., and its affiliated companies was announced by Allied Paper Corp. According to Arnold H. Maremont, Allied board chairman, Gavrin Press has a sales volume approximating $5 million, and will be operated as an autonomous division. Both Arthur J. Gavrin, president, and David Gavrin, executive vice president, will continue to manage the organization. This places Allied among the top four business forms producers in the country with an annual sales volume of approximately $23 million. Allied made its first purchase of a business forms manufacturing organization in 1960, Gavrin is its seventh acquisition.

Bruning Chairman, President

Herbert F. Bruning

Robert A. Munch

Charles Bruning Co. announced the election of Herbert F. Bruning as chairman of the board and Robert A. Munch as president and director. Mr. Bruning, former president, started as manager of the firm's paper sensitizing department in Chicago in 1925. After serving as manager of the Chicago Bruning office in 1930,

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he was appointed vice president in 1931. He became president in 1949. Mr. Munch, with Bruning 38 years, started as a salesman in 1923. He was promoted to midwest sales manager, corporate advertising manager, and branch manager of the San Francisco office. He was named administrative vice president earlier this year.

Dorson Acquires Eclipse

Ted M. Wroble, Dorson Corp., announced that his firm has acquired all rights and interest in the Eclipse Time Stamp manufactured by A. D. Joslin Co., Manistee, Mich. Mr. Wroble said his firm is now filling orders and that the transition period will be short. "As with the Dorson Time Stamp," said Mr. Wroble, "we will do our utmost to produce a quality product that will give the dealer and his customer continued satisfaction and trouble-free operation."

Heads Dick Offset Sales

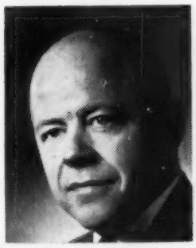
Richard E. Gantz

A. B. Dick Co. appointed Richard E. Gantz as sales manager-offset. According to C. M. Dick Jr., vice president-sales, Mr. Gantz will be responsible for developing the firm's offset equipment and supplies sales program. He joined the company as a district sales manager in 1950 after 11 years with several A. B. Dick distributorships. He was subsequently general manager of the Hartford, Conn., office and regional manager in Pittsburgh.

SCM Division Heads

John E. Wilson was appointed vice president and general manager of the Smith-Corona Div., Smith-Corona Marchant Inc., it was announced by Emerson E. Mead, president. Mr. Wilson will be responsible for manufacturing, engineering, accounting and personnel activities for the division, and will be located at the South Cortland, N. Y., plant. He has been assistant general manager of the Smith-Corona Div., and was previously with the company's Marchant Div. in Oakland, Calif., for 17 years. Also announced was the appointment of Emilio J. Cadamagnani as vice president and general manager of the Kleinschmidt Div. He will be responsible for manufacturing, engineering, accounting and personnel activities for the division, and will be located at the Deerfield, Ill., plant. Until recently division vice president and treasurer, he has been with Kleinschmidt since 1949, when he joined it as chief accountant.

Bagg Heads Parsons Division



Edward P. Bagg 3rd

Edward P. Bagg 3rd, was named manager, Parsons Paper Div., National Vulcanized Fibre Co., Holyoke, Mass. He succeeds Henry V. Burgee who retired. Mr. Bagg has been assistant general manager of Parsons for the past five years, and has been with the firm since 1936 when he started in the production department at the Parsons paper mill of which his grandfather, the late Edward P. Bagg, was president. He was a director and treasurer of Parsons Paper Co. prior to its acquisition by National Vulcanized Fibre Co.

When ten German industrialists visited Bates Mfg. Co., West Orange, N. J., Fred R. Koenig, general manager (back to camera) explained operations which the group expressed interest in seeing.

Carter's Vice President

Stanley Lewis

The appointment of Stanley Lewis as vice president-marketing, was announced by N. C. Hubley Jr., president, Carter's Ink Co. Mr. Lewis, former corporate director of marketing for General Aniline & Film Corp., will head Carter's entire marketing program. He had been with Lever Bros. as a merchandising executive, Bon Ami Co. as vice president and general sales manager, and Canada Dry Corp. as national merchandising manager.

New Polychrome Division

Gregory Halpern, president, Polychrome Corp., Yonkers, N. Y., announced its acquisition of American Printing Ink Co., Cincinnati, Ohio, manufacturers of letterpress inks. It will be known as American Printing Ink Corp., a division of Polychrome. All present personnel will be retained.

New Force, Ajax Plant

Wm. A. Force & Co., and its wholly owned subsidiary, Ajax Business Machines, Inc., will integrate the office numbering machine functions of both. Wm. A. Force III explained that they are consolidating facilities in a 20,000 sq. ft. manufacturing plant being built in Plainview, N. Y., where sales, manufacturing and engineering will be combined. The plant should be ready this autumn.

Burroughs Appointments

Burroughs Corp. announced appointment of two men to top executive positions in its marketing operations. Henry F.

LITHO-ART PRODUCTS, Inc. 3403 N. Jannsen Ave. Chicago 13, Ill.

For More Information Circle No. 295

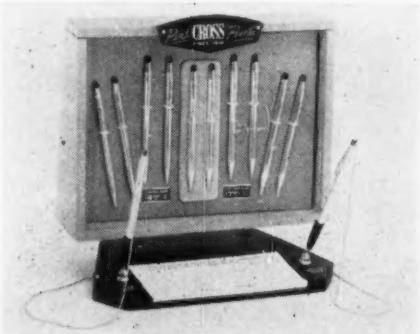
Sherwood is special assistant, and Frank McKennett is consultant, to the vice president of marketing. Mr. Sherwood formerly was manager, computer systems department, Touche, Ross, Bailey & Smart. Mr. McKennett was marketing consultant to the IBM director of marketing services.

Transferon Division Manager

Lawrence C. Knaphle was appointed manager-Transferon Products, Ozalid Div., General Aniline & Film Corp., according to James A. Travis, manager-marketing. Mr. Knaphle will direct the sale and distribution of the Transfer-A-Matic copier and other products in the new Ozalid Transferon line of copying machines and materials.

Safeguard Subsidiary

Formation of Safeguard Data Corp., a subsidiary of Safeguard Corp., Lansdale, Pa., producer of accounting systems and business machines equipment, was announced by Vincent G. Bell, president. The new organization develops, manufac-



This Cross C/D Demo Display is free to those selling Cross writing instruments made by A. T. Cross Co., Providence, R. I. It invites potential customers to try the penpoint of their choice. Two chained pens with swivel holders and replaceable writing tablet are attached. Display contains assortment of gold filled and chrome writing instruments under glass to prevent pilferage.

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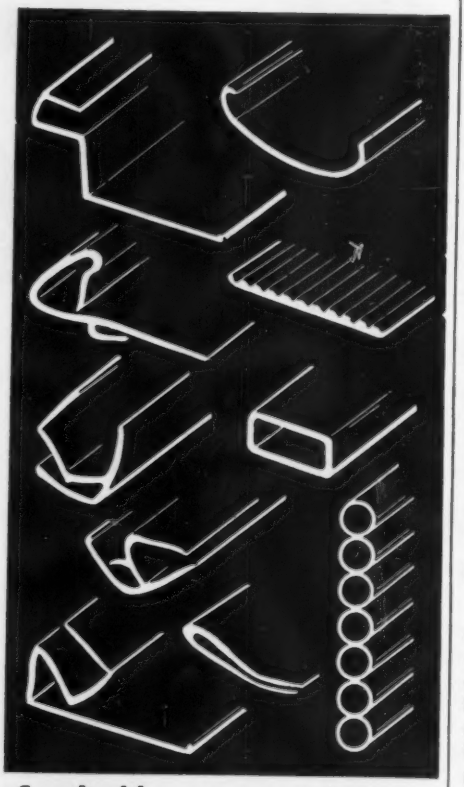

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tures and distributes equipment that will prepare data for input to computer systems. It will also distribute and sell equipment and supplies for imprinting and recording information from plastic plates for further data processing. A new portable imprinter will be introduced in a few months.

Dashew British Contract

Dashew Business Machines, Inc., announced signing a distribution contract with Lamson Industries Ltd., London, Britain's largest manufacturer of business forms and equipment. Lamson will distribute all Dashew machines in the United Kingdom and set up service bureau facilities. This is Dashew's second distribution agreement in Europe. Last winter Dashew and SLT established the AB Dashew SLT Co. in Stockholm to distribute Dashew products in Norway, Denmark, Finland and Sweden.

Two Watts Appointments

Watts Business Forms Div., Alfred Allen Watts Co., made the following executive changes, according to Joseph Steir, president: Howard J. Martin, New Jersey sales manager, is director of marketing. Paul A. Lindner, assistant to the president, is advertising and sales promotion manager. Both are members of the operations committee.

Stenorette Field Manager

Al Battis, eastern regional sales manager of the Business Equipment Div., DeJur-Amsco Corp., assumed the additional duties of national field sales manager for Stenorette dictating machines. He is responsible for all Stenorette sales and marketing, and will have reporting to him the regional managers in Chicago and Los Angeles. Assisting Mr. Battis is Gretel Cummings, in charge of the home office of the Business Equipment Div.

Keith Clark Officers

J. Keith Clark, president, Keith Clark, Inc., manufacturer of desk calendars, announced election of new officers. R. L.

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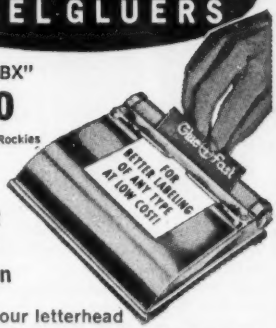

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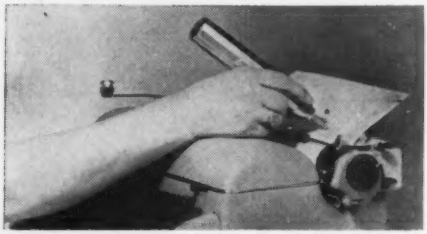

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Nevin, formerly general sales manager, was named vice president—sales; James G. O'Neil, former plant manager, became vice president—production; A. G. Mitchell is vice president; E. T. MacIntyre, sales manager—Defiance Calendars.

Venus Sales Supervisor

The appointment of Bev. C. Cherrington as supervisor of pen sales for Venus Pen & Pencil Corp. was announced by Carl W. Priesing, vice president. Formerly southeastern district manager, he is a veteran of 29 years in the stationery field.

Type-rite Corp. Moves

Type-rite Corp., manufacturer of Sea Foam Bond Carbonsets, has moved to new facilities at 114 Beach St., Rockaway, N. J. According to H. Van R. Barringer, sales manager, the move provides additional production space for Carbonsets and the new line of mimeograph stencils and supplies.

Combination cardboard and plastic foam container, for shipping Royal typewriters, developed by Royal McBee Corp. and Nopco Chemical Co.

Forms, Inc., Addition

Forms, Inc., has broken ground to add 16,000 ft. to its present plant. The firm has added three new rotary presses, two of

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For More Information Circle No. 291

which are offset: (13", 11" and 16") and two collators incorporating the gluing feature for continuous forms as well as Formscards.

NBFA Associate Members

National Business Forms Associates voted to accept manufacturers as associate members. To be eligible, manufacturers must have sold an annual volume of at least $1000 to 10% of the dealer membership, for direct resale, over a period of two years or more, and they will be required to submit a yearly report to NBFA stating the number of members to whom they sell $1000 or more.

American Stencil Building

American Stencil Mfg. Co. has started construction of a 45,000 sq. ft. multipurpose building in Denver. The one-story brick and masonry building on a 2½ acre site will house offices, factory and warehouse facilities of the 15-year-old manufacturer of Sure-Rite brand ribbons, stencils and duplicating supplies. The finished structure will be fireproof and, with equipment, will cost approximately $400,000.

Cooper Joins Hoye Textile Corp.

Wallace Cooper has joined Hoye Textile Corp. as general sales representative to the typewriter ribbon manufacturers and users of industrial fabrics. Mr. Cooper was with American Bleached Goods Co. in a similar capacity for many years and has a wide experience with these fabrics.

Robertson Lease Plan

A lease plan, with option to purchase, for the Electricon electrostatic camera-processor recently introduced by Robertson Photo-mechanix, Inc., Chicago, has been arranged. Electricon employs a dry, daylight electrostatic process of producing paper offset masters which are suited to

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short production runs, from 15 to 300 copies, on standard offset duplicators. The automated process makes a paper plate in one minute and reduces to five minutes or less the complete process of making a master, installing it on a press and running copies in quantity.

Dashew Vice President

John H. Humphrey was appointed executive vice president of Dashew Business Machines, Inc., Stanley A. Dashew, president, announced. Mr. Humphrey joined Dashew as vice president of management engineering and planning in 1960. Prior to that he was director of management engineering projects for R.C.A. in New York.

Swingline Executive

Election of Lloyd I. Singer to the new position of executive vice president, Swingline, Inc., was announced by Jack Linsky, president. Mr. Singer is an attorney associated with the law firm of Aranow, Brodsky, Bohlinger, Einhorn & Dann, New York.

Sly Joins Copy-Craft

John L. Sly, formerly Toronto branch manager for the Canadian distributor of the Ormig systems equipment, joined the New York office of Copy-Craft, Inc., which has national distribution in the U. S. for the complete Ormig line.

Elof Ericsson Dies

Elof Ericsson, 74, former managing director of the Facit group, Swedish manufacturers of office equipment, died June 29. Mr. Ericsson joined a near-bankrupt woodworking plant in 1922 at age 35, and made it one of the world's largest manufacturers of calculators, adding machines, typewriters and office furniture through his aggressive sales policies and his ability to see the potential of new but untested office machines. Although he retired in 1952, Mr. Ericsson worked in close association with his successor as group managing director, his son Gunnar Ericsson.

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NATIONAL Conference & Exhibit CALENDAR

Assn. for Computing Machinery, Statler-Hilton Hotel, Los Angeles, Sept. 5-8.

National Assn. for Bank Audit, Control & Operation, Conrad Hilton Hotel, Chicago, Sept. 11-13.

National Stationery & Office Equipment Assn., Conrad Hilton Hotel, Chicago, Sept. 23-27.

Life Office Management Assn., Shoreham Hotel, Washington, D. C., Sept. 25-27.

American Production & Inventory Control Society, Pick-Congress Hotel, Chicago, Sept. 28-29.

National Institute of Governmental Purchasing, Commodore Hotel, New York Oct. 8-11.

American Records Management Assn., Statler-Hilton Hotel, Los Angeles, Oct. 9-10.

Systems & Procedures Assn., Statler-Hilton and Pick-Carter Hotels, Cleveland, Oct. 9-11.

American Bankers Assn., San Francisco, Oct. 15-18.

National Business Forms Associates, Americana Hotel, Bal Harbour, Fla., Oct. 23-26.

American Institute of Certified Public Accountants, Palmer House, Chicago, Oct. 29-Nov. 1.

Controllers Institute of America, Palmer House, Chicago, Nov. 5-8.

Society of Reproduction Engineers, Biltmore Hotel, Los Angeles, Dec. 2-5.

Eastern Joint Computer Conference, Sheraton-Park Hotel, Washington, D. C., Dec. 12-14.

EVENTS ABROAD

Business Efficiency Exhibition, Olympia, London, Oct. 2-11.

Electronic Computer Exhibition, Olympia, London, Oct. 4-12.

International Office Equipment Exhibit, (SICOB), Paris, Oct. 13-22.

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AS WE *See* IT

The Chase Manhattan Bank spent $500,000 for works of art to decorate its New York office building. This is commendable, but it points up a danger in today's offices: decorative art was needed to keep the Chase from looking just like every other new office.

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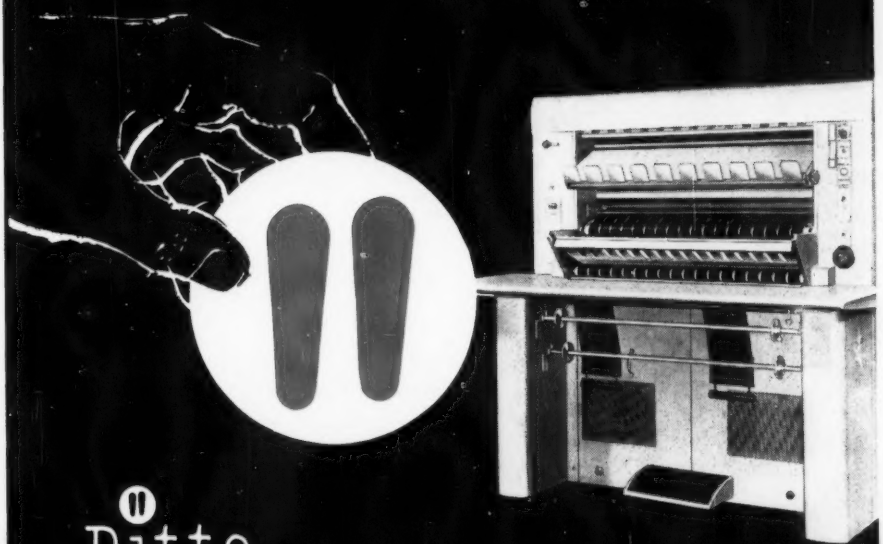

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